

CHAPTER IV

DATA ANALYSIS, FINDING AND DISCUSSION

In this chapter, the researcher shows data analysis and discussion from finding to answer research problems.

A. Data Analysis

1. The Types of Register

a. Consultative Register

Datum 01 (Co1)

(This conversation was carried out by Gina and her subscriber with an account named Lynn Elena in a video titled 5 Minute Makeup Look at the minute of 02:45. In the conversation, Gina explained about a product and then Lynn Elena responded with a question).

Gina Shkeda : I should probably set it (translucent powder) just cause it'll start **creasing**.

Lynn Elena : What translucent powder did you use? :)

Creasing is the first datum. Based on the first datum, it can be seen that Gina Shkeda described a product with several movements and expressions. Gina Shkeda explained that using a consultative function, where the conversation took place between the creator and the viewer in an informal manner. So creasing is classified in the type of **Consultative Register**.

Datum 02 (Co2)

(This conversation was carried out by Gina and her subscriber with an account named Andrea Cotreas. In the conversation, Gina explained about a product (foundation) and then Andrea Cotreas responded with a question).

Gina Shkeda : This is one of my favorite **foundation** of the moment . This is the Laura Mercier flawless fusion ultra long wear foundation.

Andrea Cotreas : How come this foundation looks so nice on you?

Foundation is the second datum. Based on the second datum, it can be seen that Gina Shkeda described a product with several movements and expressions. Gina Shkeda explained that using a consultative function, where

the conversation took place between the creator and the viewer in an informal manner. So this foundation is classified in the type of **Consultative Register**.

Datum 03 (Co3)

(This conversation was carried out by Gina and her subscribers with an account called Nicita1. In the conversation, Gina explained about a product (brush) and Nicita1 responded with a question).

Gina Shkeda : You may know that I used to use this little tiny concealer **brush**.

Nicita1 : What foundation brush did you use?

Brush is the third datum. Based on the third datum, it can be seen that Gina Shkeda described a product with several movements and expressions. Gina Shkeda explained that using a consultative function, where the conversation took place between the creator and the viewer in an informal manner. So brush is classified in the type of **Consultative Register**.

Datum 04 (Co4)

(This conversation is carried out by Gina and her subscribers with an account called Casey c. In the conversation, Gina explained a way to prevent someone from experiencing a breakout and then Casey c responded).

Gina Shkeda : If you have any kind of pesky breakouts, you just kind of **apply** it and wait like five munites and then you blend it out.

Casey c : This is everything I've needed and been waiting for.

Apply is the fourth datum. Based on the fourth datum, it can be seen that Gina Shkeda described a product with several movements and expressions. Gina Shkeda explained that using a consultative function, where the conversation took place between the creator and the viewer in an informal manner. So apply is classified in the type of **Consultative Register**.

Datum 05 (Co5)

(This conversation is carried out by Gina and her subscribers with an account called Lauren Klassen. In the conversation, Gina explained a way to prevent someone from experiencing a breakout and then Lauren Klassen responded).

Gina Shkeda : If you have any kind of pesky breakouts, you just kind of apply it and wait like five minutes and then you **blend** it out.

Lauren Klassen : Ty for this!! Beautiful makeup

Blend is the fifth datum. Based on the fifth datum, it can be seen that Gina Shkeda described a product with several movements and expressions. Gina Shkeda explained that using a consultative function, where the conversation took place between the creator and the viewer in an informal manner. So blend is classified in the type of **Consultative Register**.

Datum 06 (Co6)

(This conversation is carried out by Gina and her subscribers with an account called D. In the conversation, Gina explained a way to determine the right contour for cool toned and then D responded).

Gina Shkeda : I literally went in with a goal and a mission to find the most **cool toned** contour there. You can find out Sephora.

D : YES to your whole contour speech. I cannot find a cream contour that is cool toned. I'm trying to look natural. If I wanted bronzer, I would've bought bronzer *sigh*. I'll try Fenty I guess.

Cool toned is the sixth datum. Based on the sixth datum, it can be seen that Gina Shkeda described a product with several movements and expressions. Gina Shkeda explained that using a consultative function, where the conversation took place between a creator and the viewer in an informal manner. So cool toned is classified in the type of **Casual Register**.

b. Casual Register

Datum 07 (Ca7)

(This conversation was carried out by Gina and her subscriber with an account named Lonely Gizzy who both love the world of make-up. In the conversation, Gina explained about a product and then Lonely Gizzy responded with a compliment).

Gina Shkeda : It's such a **natural** color as well.

Lonely gizzy : You're so beautiful

Natural is the seventh datum. Based on the seventh datum, it can be seen that Gina Shkeda described a product with several movements and expressions. Gina Shkeda explained that using a casual function, where the conversation took place between two people who love the world of makeup in an informal manner. So natural is classified in the type of **Casual Register**.

Datum 08 (Ca8)

(This conversation was carried out by Gina and her subscriber with an account named HannahJo who both love the world of make-up. In the conversation, Gina explained about a product (highlighter) and then HannahJo responded with a compliment)

Gina Shkeda : I'm gonna be taking this Laura Mercier highlighter in the **shade** indiscretion.

HannahJo : THE GLOW!! Love it! So Beautiful! I need that Farsali Skin Mist in my life! Xxx

Shade is the eighth datum. Based on the Eighth datum, it can be seen that Gina Shkeda described a product with several movements and expressions. Gina Shkeda explained that using a casual function, where the conversation took place between two people who love the world of makeup in an informal manner. So shade is classified in the type of **Casual Register**.

Datum 09 (Ca9)

(This conversation was carried out by Gina and her subscriber with an account named Jenna Palombaro who both love the world of make-up. In the conversation, Gina explained about a product (Charlotte Tilburry airbrush) and then Jenna Palombaro responded with a compliment).

Gina Shkeda : To **set** everything, I'm taking the Charlotte Tilburry airbrush flawless finished

Jenna Palombaro : ahh this looks so good!!

Set is the ninth datum. Based on the ninth datum, it can be seen that Gina Shkeda described a product with several movements and expressions. Gina Shkeda explained that using a casual function, where the conversation took place between two people who love the world of makeup in an informal manner. So set is classified in the type of **Casual Register**.

Datum 10 (Ca10)

(This conversation was carried out by Gina and her subscriber with an account named Lily who both love the world of make-up. In the conversation, Gina explained about the makeup step she's currently doing and then Lily responded with a compliment).

Gina Shkeda : I am gonna **contour** pretty heavily like I said I watched a lot of these 90s supermodel commercials

Lily : Gorgeous look Gina☺ gonna follow this for tomorrow!

Contour is the tenth datum. Based on the tenth datum, it can be seen that Gina Shkeda described a product with several movements and expressions. Gina Shkeda explained that using a casual function, where the conversation took place between two people who love the world of makeup in an informal manner. So contour is classified in the type of **Casual Register**.

Datum 11 (Ca11)

(This conversation was carried out by Gina and her subscriber with an account named Nora Gomez who both love the world of make-up. In the conversation, Gina explained about the makeup step she's currently doing and then Nora Gomez responded with a compliment).

Gina Shkeda : The first step to this **glowy**, super dewy, super fresh look is a super hydrating base.

Nora Gomez : I love the glow!!! I need to pick some of these items for sure!!! Ur so gorgeous.

Glowy is the eleventh datum. Based on the eleventh datum, it can be seen that Gina Shkeda described a product with several movements and expressions. Gina Shkeda explained that using a casual function, where the conversation took place between two people who love the world of makeup in an informal manner. So glowy is classified in the type of **Casual Register**.

Datum 12 (Ca12)

(This conversation was carried out by Gina and her subscriber with an account named Dien Diana who both love the world of make-up. In the conversation, Gina explained about the makeup step she's currently doing and then Dien Diana responded).

Gina Shkeda : I am just taking that foundation and I'm just **buffing** it all over my face.

Dien Diana : No I really want to get that Guerlain Foundation.

Buffing is the twelfth datum. Based on the twelfth datum, it can be seen that Gina Shkeda described a product with several movements and expressions. Gina Shkeda explained that using a casual function, where the conversation took place between two people who love the world of makeup in an informal manner. So buffing is classified in the type of **Casual Register**.

Datum 13 (Ca13)

(This conversation was carried out by Gina and her subscriber with an account named Carrocaramell who both love the world of make-up. In the conversation, Gina explained about the makeup step she's currently doing and then Carrocaramell responded with a compliment).

Gina Shkeda : I am also going to apply a little bit of **highlighter** on my collarbones.

Carrocaramell : Yes, I liked it! This is a flawless makeup look.

Highlighter is the thirteenth datum. Based on the thirteenth datum, it can be seen that Gina Shkeda described a product with several movements and expressions. Gina Shkeda explained that using a casual function, where the conversation took place between two people who love the world of makeup in an informal manner. So highlighter is classified in the type of **Casual Register**.

Datum 14 (Ca14)

(This conversation was carried out by Gina and her subscriber with an account named Sierra Desantis who both love the world of make-up. In the conversation, Gina explained about the makeup step she's currently doing and then Sierra Desantis responded with a compliment).

Gina Shkeda : For my **concealer**, this is my favorite concealer to use when I'm not doing a full face of makeup

Sierra Desantis : I love this (love sign) gave the vid a thumbs up before it even started.

Concealer is the fourteenth datum. Based on the fourteenth datum, it can be seen that Gina Shkeda described a product with several movements and expressions. Gina Shkeda explained that using a casual function, where the conversation took place between two people who love the world of makeup in an informal manner. So concealer is classified in the type of **Casual Register**.

Datum 15 (Ca15)

(This conversation was carried out by Gina and her subscriber with an account named Laiba Ejazy who both love the world of make-up. In the conversation, Gina explained about a product and then Laiba Ejaz responded with a compliment).

Gina Shkeda : The thing with concealer, I find, is that it's really really hard to find a concealer that matches into your **skin tone**.

Laiba Ejaz : Thus is what you call natural makeup. I love it.

Skin tone is the fifteenth datum. Based on the fifteenth datum, it can be seen that Gina Shkeda described a product with several movements and expressions. Gina Shkeda explained that using a casual function, where the conversation took place between two people who love the world of makeup in an informal manner. So skin tone is classified in the type of **Casual Register**.

Datum 16 (Ca16)

(This conversation was carried out by Gina and her subscriber with an account named Beatriz Dib who both love the world of make-up. In the conversation, Gina explained a product (Laura Mercier flawless fusion ultralong wear foundation) and then Beatriz Dib responded with a compliment).

Gina Shkeda : This is the Laura Mercier flawless fusion ultra long wear foundation long as title amazing foundation so **high coverage**. My skin needs **high coverage** right now.

Beatriz Dib : Omg I didn't know you did full coverage. Lol. I love it.

High coverage is the sixteenth datum. Based on the sixteenth datum, it can be seen that Gina Shkeda described a product with several movements and expressions. Gina Shkeda explained that using a casual function, where the conversation took place between two people who love the world of makeup in an informal manner. So high coverage is classified in the type of **Casual Register**.

Datum 17 (Ca17)

(This conversation was carried out by Gina and her subscriber with an account named Thatgirl Brinna who both love the world of make-up. In the conversation, Gina explained a product and then Thatgirl Brinna responded with a compliment).

Gina Shkeda : One of those thing is that extremely extremely **light coverage** so it'll give you a little bit of a glow a little bit of a pigment, but it will not cover much past that.

Thatgirl Brinna : I love the way you do makeup! Favorite makeup artist.

Light coverage is the seventeenth datum. Based on the seventeenth datum, it can be seen that Gina Shkeda described a product with several movements and expressions. Gina Shkeda explained that using a casual function, where the conversation took place between two people who love the world of makeup in an informal manner. So light coverage is classified in the type of **Casual Register**.

Datum 18 (Ca18)

(This conversation was carried out by Gina and her subscriber with an account named Desya who both love the world of make-up. In the conversation, Gina explained a product (concealer) and then Desya responded with a compliment).

Gina Shkeda : It's obviously not an extremely **pigmented** concealer, but it works, it covers if I'm trying to like erase my tie on dry area I use this shape tape and it just works like magic.

Desya : That concealer seems can literally erase some problems in my life.

Pigmented is the eighteenth datum. Based on the eighteenth datum, it can be seen that Gina Shkeda described a product with several movements and expressions. Gina Shkeda explained that using a casual function, where the conversation took place between two people who love the world of makeup in an informal manner. So pigmented is classified in the type of **Casual Register**.

Datum 19 (Ca19)

(This conversation was carried out by Gina and her subscriber with an account named Faith Drew who both love the world of make-up. In the conversation, Gina explained a product (primer) and then Faith Drew responded with a compliment).

Gina Shkeda : The purpose of me using it (primer) is to create the most **flawless** poreless canvas that is just absolutely perfect.

Faith Drew : So glowy. So flawless.

Flawless is the nineteenth datum. Based on the nineteenth datum, it can be seen that Gina Shkeda described a product with several movements and expressions. Gina Shkeda explained that using a casual function, where the conversation took place between two people who love the world of makeup in an informal manner. So flawless is classified in the type of **Casual Register**.

Datum 20 (Ca20)

(This conversation was carried out by Gina and her subscriber with an account named Whitney H who both love the world of make-up. In the conversation, Gina explained about a product (primer) and then Whitney H responded with a compliment).

Gina Shkeda : My **primer**, I'm taking the girl on meteorities base.

Whitney H : Your skin is looking gorgeous.

Primer is the twentieth datum. Based on the twentieth datum, it can be seen that Gina Shkeda described a product with several movements and expressions. Gina Shkeda explained that using a casual function, where the conversation took place between two people who love the world of makeup in an informal manner. So primer is classified in the type of **Casual Register**.

2. The Meaning Types of Register

a. Affective Meaning

Datum 01 (A1)

(This conversation was carried out by Gina and her subscriber with an account named Andrea Cotreas. In the conversation, Gina explained about a product (foundation) and then Andrea Cotreas responded with a compliment).

Gina Shkeda : This is one of my favorite **foundation** of the moment . This is the Laura Mercier flawless fusion ultra long wear foundation.

Andrea Cotreas : How come this foundation looks so nice on you?

Researcher used Hymes's SPEAKING theory to find the context analysis, as follows:

1. Setting

Place

The place where the datum is used is the official Youtube Channel of Gina Shkeda.

Time

The time when the datum is used is when the speaker has used the product

2. Participants

The participants in the speech act was the owner of Youtube channel and the listeners in the speech act was Youtube users.

3. Ends

The ends are to inform the listeners about the speaker's favorite foundation which name is Laura Marcier Flawless Fusion Ultra Long Wear Foundation.

4. Act

The act of the datum is in the form of providing information to all of her listeners or subscribers that she used Laura Marcier products as her favorite foundation.

5. Key

The speaker convey the conversation in an informal manner.

6. Instrument

The speaker performs the speech act verbally through a video that is broadcast on her Youtube channel.

7. Norm

The norm from both parties (speaker and listeners) is good because the purpose of this speech act is to explain speaker's personal feeling about the product and make the audience interested in using it.

8. Genre

The genre of this conversation is editorial because the speaker expressed her opinion about a product after she used the product.

In standard english, the word **foundation** means the lowest load-bearing part of a building, typically below ground level, while in register, this word means base of a powder. In standard english or in register, the word **foundation** has a meaning as a base, however this word is used to express a base in makeup. Based on the first datum, the purpose of **foundation** in Gina Shkeda's Youtube Channel indicates the types of a product. From the data it is clear that the speaker explained the product that she likes by involving her personal feeling to the audience about the word in bold. So, the meaning type of the datum is **Affective Meaning**.

Datum 02 (A2)

(This conversation was carried out by Gina and her subscriber with an account named Sierra Desantis who both love the world of make-up. In the conversation, Gina explained about the makeup step she's currently doing and then Sierra Desantis responded with a compliment).

Gina Shkeda : For my **concealer**, this is my favorite concealer to use when I'm not doing a full face of makeup

Sierra Desantis : I love this (love sign) gave the vid a thumbs up before it even started.

Researcher used Hymes's SPEAKING theory to find the context analysis, as follows:

1. Setting

Place

The place where the datum is used is the official Youtube Channel of Gina Shkeda.

Time

The time when the datum is used is when the speaker has used the product

2. Participants

The participants in the speech act was the owner of Youtube channel and the listeners in the speech act was Youtube users.

3. Ends

The ends are to inform the listeners about the speaker's favorite concealer that used when he is not doing a full face of makeup and it can be imitated by listeners who have the same case.

4. Act

The act of the datum is in the form of providing information about concealer products used by speaker when not using a full face of makeup.

5. Key

The speaker convey the conversation in an informal manner.

6. Instrument

The speaker performs the speech act verbally through a video that is broadcast on her Youtube channel.

7. Norm

The norm from both parties (speaker and listeners) is good because the purpose of this speech act is to explain speaker's personal feeling about the product and make the audience interested in using it.

8. Genre

The genre of this conversation is editorial because the speaker expressed her opinion about a product after she used the product.

In standard English, the word **concealer** means people who are hiding something, while in register this word means corrector flaws on the face or dark circles under the eyes to give a smooth impression on one's facial skin. In standard English or in register, the word **concealer** has a meaning as a repairer, however this word is used to express a repairer in makeup. Based on the second datum, the purpose of **concealer** in Gina Shkeda's Youtube Channel indicates the types of a product. From the data it is clear that the speaker explained the product that she likes by involving her personal feeling to the audience about the word in bold. So, the meaning type of the datum is **Affective Meaning**.

Datum 03 (A3)

(This conversation was carried out by Gina and her subscriber with an account named Beatriz Dib who both love the world of make-up. In the conversation, Gina explained a product (Laura Mercier flawless fusion ultralong wear foundation) and then Beatriz Dib responded with a compliment).

Gina Shkeda : This is the Laura Mercier flawless fusion ultra long wear foundation long as title amazing foundation so **high coverage**. My skin needs **high coverage** right now.

Beatriz Dib : Omg I didn't know you did full coverage. Lol. I love it.

Researcher used Hymes's SPEAKING theory to find the context analysis, as follows:

1. Setting

Place

The place where the datum is used is the official Youtube channel to explain a product.

Time

The time when the datum is used is when the speaker has used the product.

2. Participants

The participants in the speech act was the owner of Youtube channel and the listeners in the speech act was Youtube users.

3. Ends

The ends are to make the listeners can find out the coverage of the product and can buy it to try it.

4. Act

The act of the datum is in the form of product name recognition then an explanation of the advantages of the product which has high coverage.

5. Key

The speaker convey the conversation in an informal manner.

6. Instrument

The speaker performs the speech act verbally through a video that is broadcast on her Youtube channel.

7. Norm

The norm from both parties (speaker and listeners) is good because the purpose of this speech act is to explain a product and make the audience interested in using it.

8. Genre

The genre of this conversation is editorial because the speaker expresses his opinion about a product after she used the product.

In standard english, the word **high** means (1) high (distance), (2) high (speed / price) and **coverage** means reviews, financial protection. While in register, this word means the ability of a foundation or other complexion product to cover acne even without the help of a concealer. Based on the third datum, the purpose of **high coverage** in Gina Shkeda's Youtube Channel indicates the advantages of a product. From the data it is clear that the speaker explains the state or advantages of a product that she likes by involving her personal feeling to the audience about the word in bold. So, the meaning type of the datum is **Affective Meaning**.

Datum 04 (A4)

(This conversation was carried out by Gina and her subscriber with an account named Laiba Ejazy who both love the world of make-up. In the conversation, Gina explained about a product and then Laiba Ejaz responded with a compliment).

Gina Shkeda : The thing with concealer, I find, is that it's really really hard to find a concealer that matches into your **skin tone**.

Laiba Ejaz : Thus is what you call natural makeup. I love it.

analysis, as follows:

1. Setting

Place

The place where the datum is used is the official Youtube Channel of Gina Shkeda.

Time

The time when the datum is used is when the speaker has used the product

2. Participants

The participants in the speech act was the owner of Youtube channel and the listeners in the speech act was Youtube users.

3. Ends

The ends are to inform the listeners about how difficult it is to find a concealer that matches our skin tone.

4. Act

The datum contains the concerns of speaker who have difficulty choosing a concealer that suits their skin tone.

5. Key

The speaker convey the conversation in an informal manner.

6. Instrument

The speaker performs the speech act verbally through a video that is broadcast on her Youtube channel.

7. Norm

The norm from both parties (speaker and listeners) is good because the purpose of this speech act is to explain speaker's personal feeling about the product and make the audience interested in using it.

8. Genre

The genre of this conversation is editorial because the speaker expressed her opinion about a product after she used the product.

In standard english, the word **skintone** means the color of skin. While in register, this word means skin color that can be seen directly on the surface of the skin with the naked eye. Usually used to determine the shade of several makeup such as foundation, concealer and powder. Based on the fourth datum, the purpose of **skintone** in Gina Shkeda's Youtube Channel indicates the types of a product. From the data it is clear that the speaker explained the product that she likes by involving her personal feeling to the audience about the underlined word. So, the meaning type of the datum is **Affective Meaning**.

b. Social Meaning

Datum 05 (S5)

(This conversation was carried out by Gina and her subscribers with an account called Nicita1. In the conversation, Gina explained about a product (brush) and Nicita1 responded with a question).

Gina Shkeda : You may know that I used to use this little tiny concealer **brush**.

Nicita1 : What foundation brush did you use?

Researcher used Hymes's SPEAKING theory to find the context analysis, as follows:

1. Setting

Place

The place where the datum is used is the official Youtube channel to to inform the product she used.

Time

The time when the datum is used is when the speaker has used the product

2. Participants

The participants in the speech act was the owner of Youtube channel and the listeners in the speech act was Youtube users.

3. Ends

The end is to inform the brush product used by the speaker.

4. Act

The datum contains information about the size and type of brush used by speaker in doing makeup.

5. Key

The speaker convey the conversation in an informal manner.

6. Instrument

The speaker performs the speech act verbally through a video that is broadcast on her Youtube channel.

7. Norm

The norm from both parties (speaker and listeners) is good because the purpose of this speech act is to inform the product used by the speaker which is then responded with a question by the listener.

8. Genre

The genre of this conversation is editorial because the speaker expressed her opinion about a product after she used the product.

In standard english, the word **brush** means (1) comb, (2) brushing action, (3) soft touch, (4) scrub, (5) fox tail. While in register, this word means applicator or aids to apply makeup to blend perfectly. In standard english or in register, the word **brush** is a tool made of bristles, however this word is used to express an applicator in makeup. Based on the fifth datum,

the purpose of **brush** in Gina Shkeda's Youtube Channel indicates the types of a product. From the datum it is clear that the speaker inform the product she used in the video which is the responded with a question by the listener to indicate the social relation between speaker as a beauty vlogger and listener as a subscriber. So, the meaning type of the datum is **Social Meaning**.

Datum 06 (S6)

(This conversation was carried out by Gina and her subscriber with an account named Whitney H who both love the world of make-up. In the conversation, Gina explained about a product (primer) and then Whitney H responded with a compliment).

Gina Shkeda : My **primer**, I'm taking the girl on meteorities base.

Whitney H : Your skin is looking gorgeous.

Researcher used Hymes's SPEAKING theory to find the context analysis, as follows:

1. Setting

Place

The place where the datum is used is the official Youtube channel to to inform the product she used.

Time

The time when the datum is used is when the speaker has used the product

2. Participants

The participants in the speech act was the owner of Youtube channel and the listeners in the speech act was Youtube users.

3. Ends

The end is to inform the primer product used by the speaker.

4. Act

The datum contains information about the primer brand used by the speaker in the make-up.

5. Key

The speaker convey the conversation in an informal manner.

6. Instrument

The speaker performs the speech act verbally through a video that is broadcast on her Youtube channel.

7. Norm

The norm from both parties (speaker and listeners) is good because the purpose of this speech act is to inform the product used by the speaker which is then responded with a praise by the listener.

8. Genre

The genre of this conversation is editorial because the speaker expressed her opinion about a product after she used the product.

In standard english, the word **primer** means the basis of a type of paint. While in register, this word means a makeup base for long lasting use. In standard english or in register, the word **primer** has the same meaning as a base, however this word is used to express a base in makeup. Based on the sixth datum, the purpose of **primer** in Gina Shkeda's Youtube Channel indicates the types of a product. From the datum it is clear that the speaker inform the product she used in the video which is the responded with a praise by the listener to indicate the social relation between speaker as a beauty vlogger and listener as a subscriber. So, the meaning type of the datum is **Social Meaning**.

Datum 07 (S7)

(This conversation is carried out by Gina and her subscribers with an account called Casey c. In the conversation, Gina explained a way to prevent someone from experiencing a breakout and then Casey c responded).

Gina Shkeda : If you have any kind of pesky breakouts, you just kind of **apply** it and wait like five munites and then you blend it out.

Casey c : This is everything I've needed and been waiting for.

Researcher used Hymes's SPEAKING theory to find the context analysis, as follows:

1. Setting

Place

The place where the datum is used is the official Youtube channel to inform how to avoid breakouts.

Time

The time when the datum is used is when the speaker has used the product

2. Participants

The participants in the speech act was the owner of Youtube channel and the listeners in the speech act was Youtube users.

3. Ends

The end is to inform for those of you who have problems regarding breakouts, you can use products used by speaker.

4. Act

The datum contains information and advice regarding the brand of a product that can be used when the listeners have break out problems.

5. Key

The speaker convey the conversation in an informal manner.

6. Instrument

The speaker performs the speech act verbally through a video that is broadcast on her Youtube channel.

7. Norm

The norm from both parties (speaker and listeners) is good because the purpose of this speech act is to inform the product used by the speaker which is then responded with a praise by the listener.

8. Genre

The genre of this conversation is editorial because the speaker expressed her opinion about a product after she used the product.

In standard English, the word **apply** means a request to do or get something. While in register, this word means wear on face. In standard English or in register, the word **apply** is a verb, however this word is used to express an activity in makeup. Based on the seventh datum, the purpose of **apply** in Gina Shkeda's Youtube Channel indicates the types of a product. From the datum it is clear that the speaker informs the product she used in the video which is then responded to with a praise by the listener to indicate the social relation between speaker as a beauty vlogger and listener as a subscriber. So, the meaning type of the datum is **Social Meaning**.

Datum 08 (S8)

(This conversation is carried out by Gina and her subscribers with an account called Lauren Klassen. In the conversation, Gina explained a way to prevent someone from experiencing a breakout and then Lauren Klassen responded).

Gina Shkeda : If you have any kind of pesky breakouts, you just kind of apply it and wait like five minutes and then you **blend** it out.

Lauren Klassen : Ty for this!! Beautiful makeup

Researcher used Hymes's SPEAKING theory to find the context analysis, as follows:

1. Setting

Place

The place where the datum is used is the official Youtube channel to inform how to avoid breakouts.

Time

The time when the datum is used is when the speaker has used the product

2. Participants

The participants in the speech act was the owner of Youtube channel and the listeners in the speech act was Youtube users.

3. Ends

The end is to inform how to is to inform how to apply a product.

4. Act

The datum contains information about how to apply the product.

5. Key

The speaker convey the conversation in an informal manner.

6. Instrument

The speaker performs the speech act verbally through a video that is broadcast on her Youtube channel.

7. Norm

The norm from both parties (speaker and listeners) is good because the purpose of this speech act is to inform the product used by the speaker which is then responded with a praise by the listener.

8. Genre

The genre of this conversation is editorial because the speaker expressed her opinion about a product after she used the product.

In standard english, the word **blend** means mixing 2 or more substances. While in register, this word means even out the makeup on the face. In standard english or in register, the word **blend** is a verb, however this word is used to express an activity in makeup. Based on the eighth datum, the purpose of **blend** in Gina Shkeda's Youtube Channel indicates the types of a product. From the datum it is clear that the speaker inform the product she used in the video which is the responded with a praise by the listener to indicate the social relation between speaker as a beauty vlogger and listener as a subscriber. So, the meaning type of the datum is **Social Meaning**.

Datum 09 (S9)

(This conversation was carried out by Gina and her subscriber with an account named Lonely Gizzy who both love the world of make-up. In the conversation, Gina explained about a product and then Lonely Gizzy responded with a compliment).

Gina Shkeda : It's such a **natural** color as well.

Lonely gizzy : You're so beautiful

Researcher used Hymes's SPEAKING theory to find the context analysis, as follows:

1. Setting

Place

The place where the datum is used is the official Youtube channel to inform about a product.

Time

The time when the datum is used is when the speaker has used the product

2. Participants

The participants in the speech act was the owner of Youtube channel and the listeners in the speech act was Youtube users.

3. Ends

The end is to inform the tone or color of the product used by speaker.

4. Act

The datum contains information in the form of the tone or color of a product used by speaker.

5. Key

The speaker convey the conversation in an informal manner.

6. Instrument

The speaker performs the speech act verbally through a video that is broadcast on her Youtube channel.

7. Norm

The norm from both parties (speaker and listeners) is good because the purpose of this speech act is to inform the product used by the speaker which is then responded with a praise by the listener.

8. Genre

The genre of this conversation is editorial because the speaker expressed her opinion about a product after she used the product.

In standard English, the word **natural** means not created by human. While in register, this word means makeup in a "no makeup look." In standard English and in register, the word **apply** has a different meaning. Based on the ninth datum, the purpose of **natural** in Gina Shkeda's Youtube Channel indicates the types of a product. From the datum it is clear that the speaker informs the product she used in the video which is responded with a praise by the listener to indicate the social relation between speaker as a beauty vlogger and listener as a subscriber. So, the meaning type of the datum is **Social Meaning**.

Datum 10 (S10)

(This conversation was carried out by Gina and her subscriber with an account named HannahJo who both love the world of make-up. In the conversation, Gina explained about a product (highlighter) and then HannahJo responded with a compliment)

Gina Shkeda : I'm gonna be taking this Laura Mercier highlighter in the **shade** indiscretion.

HannahJo : THE GLOW!! Love it! So Beautiful! I need that Farsali Skin Mist in my life! Xxx

Researcher used Hymes's SPEAKING theory to find the context analysis, as follows:

1. Setting

Place

The place where the datum is used is the official Youtube channel to inform about a product she used.

Time

The time when the datum is used is when the speaker has used the product

2. Participants

The participants in the speech act was the owner of Youtube channel and the listeners in the speech act was Youtube users.

3. Ends

The end is to inform the variant of the Laura Mercier highlighter used by speaker, namely indiscretion.

4. Act

The datum contains information in the form of the Laura Mercier highlighter variant used by speaker.

5. Key

The speaker convey the conversation in an informal manner.

6. Instrument

The speaker performs the speech act verbally through a video that is broadcast on her Youtube channel.

7. Norm

The norm from both parties (speaker and listeners) is good because the purpose of this speech act is to inform the product used by the speaker which is then responded with a praise by the listener.

8. Genre

The genre of this conversation is editorial because the speaker expressed her opinion about a product after she used the product.

In standard english, the word **shade** means comparison between darkness and coolness caused by direct sunlight. While in register, this word means the dark level of a makeup product. In standard english or in register, the word **shade** has different meaning. Based on the tenth datum, the purpose of **shade** in Gina Shkeda's Youtube Channel indicates the types of a product. From the datum it is clear that the speaker inform the product she used in the video which is the responded with a praise by the listener to indicate the social relation between speaker as a beauty vlogger and listener as a subscriber. So, the meaning type of the datum is **Social Meaning**.

Datum 11 (S11)

(This conversation was carried out by Gina and her subscriber with an account named Jenna Palombaro who both love the world of make-up. In the conversation, Gina explained about a product (Charlotte Tilburry airbrush) and then Jenna Palombaro responded with a compliment).

Gina Shkeda : To **set** everything, I'm taking the Charlotte Tilburry airbrush flawless finished

Jenna Palombaro : ahh this looks so good!!

Researcher used Hymes's SPEAKING theory to find the context analysis, as follows:

1. Setting

Place

The place where the datum is used is the official Youtube channel to inform about a product she used.

Time

The time when the datum is used is when the speaker has used the product

2. Participants

The participants in the speech act was the owner of Youtube channel and the listeners in the speech act was Youtube users.

3. Ends

The end is to provide information about the brand of product used by speaker to lock their makeup so that it is long lasting and does not fade.

4. Act

The datum contains information in the form of product brand used by speaker to protect and lock their make-up so that it lasts long.

5. Key

The speaker convey the conversation in an informal manner.

6. Instrument

The speaker performs the speech act verbally through a video that is broadcast on her Youtube channel.

7. Norm

The norm from both parties (speaker and listeners) is good because the purpose of this speech act is to inform the product used by the speaker which is then responded with a praise by the listener.

8. Genre

The genre of this conversation is editorial because the speaker expressed her opinion about a product after she used the product.

In standard English, the word **set** means put something in a certain position or place. While in register, this word means locking makeup. In standard English or in register, the word **set** is a verb, however this word is used to express an activity in makeup. Based on the eleventh datum, the purpose of **set** in Gina Shkeda's Youtube Channel indicates the types of a product. From the datum it is clear that the speaker informs the product she used in the video which is responded with a praise by the listener to indicate the social relation between speaker as a beauty vlogger and listener as a subscriber. So, the meaning type of the datum is **Social Meaning**.

Datum 12 (S12)

(This conversation was carried out by Gina and her subscriber with an account named Lily who both love the world of make-up. In the conversation, Gina explained about the makeup step she's currently doing and then Lily responded with a compliment).

Gina Shkeda : I am gonna **contour** pretty heavily like I said I watched a lot of these 90s supermodel commercials
 Lily : Gorgeous look Gina 😊 gonna follow this for tomorrow!

Researcher used Hymes's SPEAKING theory to find the context analysis, as follows:

1. Setting

Place

The place where the datum is used is the official Youtube channel to inform about a product she used.

Time

The time when the datum is used is when the speaker has used the product

2. Participants

The participants in the speech act was the owner of Youtube channel and the listeners in the speech act was Youtube users.

3. Ends

The end is to inform techniques in make-up in the form of giving a sculptural impression on the face to look like 90s supermodel commercials.

4. Act

The datum contains techniques in making a sculptural impression on the make-up results used by speaker.

5. Key

The speaker convey the conversation in an informal manner.

6. Instrument

The speaker performs the speech act verbally through a video that is broadcast on her Youtube channel.

7. Norm

The norm from both parties (speaker and listeners) is good because the purpose of this speech act is to inform the product used by the speaker which is then responded with a praise by the listener.

8. Genre

The genre of this conversation is editorial because the speaker expressed her opinion about a product after she used the product.

In standard english, the word **contour** means an outline to represent the shape of things. While in register, this word means the cheekbone affirmation technique. In standard english or in register, the word **contour** is a technique for creating a shape, however this word is used to express a technique in makeup. Based on the twelfth datum, the purpose of **contour** in Gina Shkeda's Youtube Channel indicates the types of a product. From the datum it is clear that the speaker inform the product she used in the video which is the responded with a praise by the listener to indicate the social relation between speaker as a beauty vlogger and listener as a subscriber. So, the meaning type of the datum is **Social Meaning**.

Datum 13 (S13)

(This conversation was carried out by Gina and her subscriber with an account named Nora Gomez who both love the world of make-up. In the conversation, Gina explained about the makeup step she's currently doing and then Nora Gomez responded with a compliment).

Gina Shkeda : The first step to this **glowy**, super dewy, super fresh look is a super hydrating base.

Nora Gomez : I love the glow!!! I need to pick some of these items for sure!!! Ur so gorgeous.

Researcher used Hymes's SPEAKING theory to find the context analysis, as follows:

1. Setting

Place

The place where the datum is used is the official Youtube channel to inform about a product she used to get a glowy look.

Time

The time when the datum is used is when the speaker has used the product

2. Participants

The participants in the speech act was the owner of Youtube channel and the listeners in the speech act was Youtube users.

3. Ends

The end is to present a trick to get a make-up that looks moist, shiny and fresh by using a hydrating base.

4. Act

The datum contains tricks so that make-up can have results that look moist, shiny and fresh.

5. Key

The speaker convey the conversation in an informal manner.

6. Instrument

The speaker performs the speech act verbally through a video that is broadcast on her Youtube channel.

7. Norm

The norm from both parties (speaker and listeners) is good because the purpose of this speech act is to inform the product used by the speaker which is then responded with a praise by the listener.

8. Genre

The genre of this conversation is editorial because the speaker expressed her opinion about a product after she used the product.

In standard english, the word **glowy** means luminous impression. While in register, this word means the results of the makeup look moist, fresh and healthy. Based on the thirteenth datum, the purpose of **glowy** in Gina Shkeda's Youtube Channel indicates the types of a product. From the datum it is clear that the speaker inform the product she used in the video which is the responded with a praise by the listener to indicate the social relation between speaker as a beauty vlogger and listener as a subscriber. So, the meaning type of the datum is **Social Meaning**.

Datum 14 (S14)

(This conversation was carried out by Gina and her subscriber with an account named Dien Diana who both love the world of make-up. In the conversation, Gina explained about the makeup step she's currently doing and then Dien Diana responded).

Gina Shkeda : I am just taking that foundation and I'm just **buffing** it all over my face.

Dien Diana : No I really want to get that Guerlain Foundation.

Researcher used Hymes's SPEAKING theory to find the context analysis, as follows:

1. Setting

Place

The place where the datum is used is the official Youtube channel to inform how to use the product.

Time

The time when the datum is used is when the speaker has used the product

2. Participants

The participants in the speech act was the owner of Youtube channel and the listeners in the speech act was Youtube users.

3. Ends

The end is to present techniques in make-up by doing circular movements and pressing the foundation using a brush on the entire face.

4. Act

The datum contains an explanation of the techniques in makeup used by speaker, namely by doing circular movements and pressing the foundation using a brush on the entire face.

5. Key

The speaker convey the conversation in an informal manner.

6. Instrument

The speaker performs the speech act verbally through a video that is broadcast on her Youtube channel.

7. Norm

The norm from both parties (speaker and listeners) is good because the purpose of this speech act is to inform how to use the product used by the speaker which is then responded with a praise by the listener.

8. Genre

The genre of this conversation is editorial because the speaker expressed her opinion about a product after she used the product.

In standard English, the word **buffing** means brush up on something. While in register, this word means the technique of rotating and pressing the foundation on the face using a brush. In standard English or in register, the word **buffing** is a technique that is done using a brush, however this word is used to express a technique in makeup. Based on the fourteenth datum, the purpose of **buffing** in Gina Shkeda's Youtube Channel indicates the types of a product. From the datum it is clear that the speaker informs the product she used in the video which is responded with a praise by the listener to indicate the social relation between speaker as a beauty vlogger and listener as a subscriber. So, the meaning type of the datum is **Social Meaning**.

Datum 15 (S15)

(This conversation was carried out by Gina and her subscriber with an account named Carrocaramell who both love the world of make-up. In the conversation, Gina explained about the makeup step she's currently doing and then Carrocaramell responded with a compliment).

Gina Shkeda : I am also going to apply a little bit of **highlighter** on my collarbones.

Carrocaramell : Yes, I liked it! This is a flawless makeup look.

Researcher used Hymes's SPEAKING theory to find the context analysis, as follows:

1. Setting

Place

The place where the datum is used is the official Youtube channel to inform how to use the product.

Time

The time when the datum is used is when the speaker has used the product

2. Participants

The participants in the speech act was the owner of Youtube channel and the listeners in the speech act was Youtube users.

3. Ends

The end is to inform what speakers do to her collarbones, namely giving a little product that can give a glowing impression on the face.

4. Act

The datum contains an explanation in the form of steps used by speaker to get glowing make-up results.

5. Key

The speaker convey the conversation in an informal manner.

6. Instrument

The speaker performs the speech act verbally through a video that is broadcast on her Youtube channel.

7. Norm

The norm from both parties (speaker and listeners) is good because the purpose of this speech act is to inform how to use the product used by the speaker which is then responded with a praise by the listener.

8. Genre

The genre of this conversation is editorial because the speaker expressed her opinion about a product after she used the product.

In standard english, the word **highlighter** means colored pens as markers on readable or emphasized text. While in register, this word means giving glowing effect to the skin. In standard english or in register, the word highlighter is a tool used to highlight something with a color effect or appear glowy, however this word is used to express a product in makeup. Based on the fifteenth datum, the purpose of **highlighter** in Gina Shkeda's Youtube Channel indicates the types of a product. From the datum it is clear that the speaker inform the product she used in the video which is the responded with a praise by the listener to indicate the social relation between speaker as a

beauty vlogger and listener as a subscriber. So, the meaning type of the datum is **Social Meaning**.

Datum 16 (S16)

(This conversation was carried out by Gina and her subscriber with an account named Lynn Elena in a video titled 5 Minute Makeup Look at the minute of 02:45. In the conversation, Gina explained about a product and then Lynn Elena responded with a question).

Gina Shkeda : I should probably set it (translucent powder) just cause it'll start **creasing**.
Lynn Elena : What translucent powder did you use? :)

Researcher used Hymes's SPEAKING theory to find the context analysis, as follows:

1. Setting

Place

The place where the datum is used is the official Youtube channel to inform how to use the product.

Time

The time when the datum is used is when the speaker has used the product

2. Participants

The participants in the speech act was the owner of Youtube channel and the listeners in the speech act was Youtube users.

3. Ends

The end is to inform what speaker do under her eyes to avoid the appearance of fine lines or wrinkles due to product use.

4. Act

The datum contains an explanation of the steps used by the speaker so that there are no wrinkles or fine lines under her eyes by locking his makeup using translucent powder.

5. Key

The speaker convey the conversation in an informal manner.

6. Instrument

The speaker performs the speech act verbally through a video that is broadcast on her Youtube channel.

7. Norm

The norm from both parties (speaker and listeners) is good because the purpose of this speech act is to inform what the speaker would do which is then responded with a question by the listener.

8. Genre

The genre of this conversation is editorial because the speaker expressed her opinion about a product after she used the product.

In standard english, the word **creasing** means messy. While in register, this word means cracked makeup. In standard english or in register, the word **creasing** is a word to show something that is untidy, imperfect or not as it should be, however this word is used to show cracked makeup.. Based on the sixteenth datum, the purpose of **creasing** in Gina Shkeda's Youtube Channel indicates the types of a product. From the datum it is clear that the speaker inform the product she used in the video which is the responded with a question by the listener to indicate the social relation between speaker as a beauty vlogger and listener as a subscriber. So, the meaning type of the datum is **Social Meaning**.

Datum 17 (S17)

(This conversation was carried out by Gina and her subscriber with an account named Thatgirl Brinna who both love the world of make-up. In the conversation, Gina explained a product and then Thatgirl Brinna responded with a compliment).

Gina Shkeda : One of those thing is that extremely extremely **light coverage** so it'll give you a little bit of a glow a little bit of a pigment, but it will not cover much past that.

Thatgirl Brinna : I love the way you do makeup! Favorite makeup artist.

Researcher used Hymes's SPEAKING theory to find the context analysis, as follows:

1. Setting

Place

The place where the datum is used is the official Youtube channel to inform the strength and the weakness of the product.

Time

The time when the datum is used is when the speaker has used the product

2. Participants

The participants in the speech act was the owner of Youtube channel and the listeners in the speech act was Youtube users.

3. Ends

The end is to inform the advantages and disadvantages of using a foundation that has low coverage so that it can be considered by listeners.

4. Act

The datum contains an explanation of the advantages and disadvantages of using a foundation that has low coverage.

5. Key

The speaker convey the conversation in an informal manner.

6. Instrument

The speaker performs the speech act verbally through a video that is broadcast on her Youtube channel.

7. Norm

The norm from both parties (speaker and listeners) is good because the purpose of this speech act is to inform the strength and weakness of the

product used by the speaker which is then responded with a praise by the listener.

8. Genre

The genre of this conversation is editorial because the speaker expressed her opinion about a product after she used the product.

In standard english, the word **light** means a natural agent that makes everything visible and the word **coverage** means reviews, financial protection. While in register, the word **light coverage** means the level of coverage on the lightest complexion product, similar to real skin color. Based on the seventeenth datum, the purpose of **light coverage** in Gina Shkeda's Youtube Channel indicates the types of a product. From the datum it is clear that the speaker inform the product she used in the video which is the responded with a praise by the listener to indicate the social relation between speaker as a beauty vlogger and listener as a subscriber. So, the meaning type of the datum is **Social Meaning**.

Datum 18 (S18)

(This conversation was carried out by Gina and her subscriber with an account named Desya who both love the world of make-up. In the conversation, Gina explained a product (concealer) and then Desya responded with a compliment).

Gina Shkeda : It's obviously not an extremely **pigmented** concealer, but it works, it covers if I'm trying to like erase my tie on dry area I use this shape tape and it just works like magic.

Desya : That concealer seems can literally erase some problems in my life.

Researcher used Hymes's SPEAKING theory to find the context analysis, as follows:

1. Setting

Place

The place where the datum is used is the official Youtube channel to inform the strength of the product.

Time

The time when the datum is used is when the speaker has used the product

2. Participants

The participants in the speech act was the owner of Youtube channel and the listeners in the speech act was Youtube users.

3. Ends

to suggests a concealer product used by speakers that is not too thick but can erase her tie on dry areas.

4. Act

The datum contains suggestions and explanations for a concealer that is not too thick but can erase the tie on dry areas.

5. Key

The speaker convey the conversation in an informal manner.

6. Instrument

The speaker performs the speech act verbally through a video that is broadcast on her Youtube channel.

7. Norm

The norm from both parties (speaker and listeners) is good because the purpose of this speech act is to inform the strength of the product used by the speaker which is then responded with a praise by the listener.

8. Genre

The genre of this conversation is editorial because the speaker expressed her opinion about a product after she used the product.

In standard english, the word **pigmented** means colored. While in register, this word means deep color on makeup. In standard english or in register, the word **pigmented** is a word to show something that brings out color, however this word is used to show the quality of a certain makeup product such as ayeshadow or blush. Based on the eighteenth datum, the purpose of **pigmented** in Gina Shkeda's Youtube Channel indicates the types

of a product. From the datum it is clear that the speaker inform the product she used in the video which is the responded with a praise by the listener to indicate the social relation between speaker as a beauty vlogger and listener as a subscriber. So, the meaning type of the datum is **Social Meaning**.

Datum 19 (S19)

(This conversation was carried out by Gina and her subscriber with an account named Faith Drew who both love the world of make-up. In the conversation, Gina explained a product (primer) and then Faith Drew responded with a compliment).

Gina Shkeda : The purpose of me using it (primer) is to create the most **flawless** poreless canvas that is just absolutely perfect.

Faith Drew : So glowy. So flawless.

Researcher used Hymes's SPEAKING theory to find the context analysis, as follows:

1. Setting

Place

The place where the datum is used is the official Youtube channel to inform the purpose of the product.

Time

The time when the datum is used is when the speaker has used the product

2. Participants

The participants in the speech act was the owner of Youtube channel and the listeners in the speech act was Youtube users.

3. Ends

to explain the use of primer that can create smooth, non-textured facial skin.

4. Act

The datum contains an explanation of a primer product that can be used when listeners want to get smooth and non-textured makeup results.

5. Key

The speaker convey the conversation in an informal manner.

6. Instrument

The speaker performs the speech act verbally through a video that is broadcast on her Youtube channel.

7. Norm

The norm from both parties (speaker and listeners) is good because the purpose of this speech act is to inform the strength of the product used by the speaker which is then responded with a praise by the listener.

8. Genre

The genre of this conversation is editorial because the speaker expressed her opinion about a product after she used the product.

In standard english, the wordd **flawless** means without any imperfections. While in register, this word means smooth and erfect makeup look. In standard english or in register, the word **flawless** is a word to show something that has perfect results, however this word is used to show perfect results in makeup.. Based on the nineteenth datum, the purpose of **flawless** in Gina Shkeda's Youtube Channel indicates the types of a product. From the datum it is clear that the speaker inform the product she used in the video which is the responded with a praise by the listener to indicate the social relation between speaker as a beauty vlogger and listener as a subscriber. So, the meaning type of the datum is **Social Meaning**.

Datum 20 (S20)

(This conversation is carried out by Gina and her subscribers with an account called D. In the conversation, Gina explained a way to determine the right contour for cool toned and then D responded).

Gina Shkeda : I literally went in with a goal and a misson to find the most **cool toned** contour there. You can find out Sephora.

D : YES to your whole contour speech. I cannot find a cream contour that is cool toned. I'm trying to look natural. If I wanted bronzer, I would've bought bronzer *sigh*. I'll try Fenty I guess.

Researcher used Hymes's SPEAKING theory to find the context analysis, as follows:

1. Setting

Place

The place where the datum is used is the official Youtube channel to inform the purpose of the product.

Time

The time when the datum is used is when the speaker has used the product

2. Participants

The participants in the speech act was the owner of Youtube channel and the listeners in the speech act was Youtube users.

3. Ends

The end is to inform where someone or the listeners can find contour products that have a skin color that is one level lighter than the original skin color.

4. Act

The datum contains information about where to get contour products that have skin tones that are one level lighter than real skin tones that are accessible to listeners.

5. Key

The speaker convey the conversation in an informal manner.

6. Instrument

The speaker performs the speech act verbally through a video that is broadcast on her Youtube channel.

7. Norm

The norm from both parties (speaker and listeners) is good because the purpose of this speech act is to inform the strength of the product used by the speaker which is then responded with a praise by the listener.

8. Genre

The genre of this conversation is editorial because the speaker expressed her opinion about a product after she used the product.

In standard english, the word **cool** means at low temperature place and **tone** means the quality of musical or vocal sound. While in register the word **cool tone** means a color hue that is influenced by pink, red, or bluish hues that are influenced from within. The word **cool** and **tone** when interpreted separately has a different meaning than when the two words are combined to show the meaning in the register. Based on the twentieth datum, the purpose of **cool toned** in Gina Shkeda's Youtube Channel indicates the types of a product. From the datum it is clear that the speaker inform the product she used in the video which is the responded with a praise by the listener to indicate the social relation between speaker as a beauty vlogger and listener as a subscriber. So, the meaning type of the datum is **Social Meaning**.

B. Finding

Based on the above analysis data, the researcher presents the findings of the research through the following tables 4.1 and 4.2.

1. The Types of Register

After analyzing the data in the form of registers used in Gina Shkeda's Youtube Channel, the researcher found 2 types of registers used by Gina Shkeda on her Youtube Channel. The table regarding the type of register can be seen below:

Table 4.1 The types of register

| NO | Types of Register | Registers | Σ | Percentage (%) |
|--------------------------------|------------------------|--|-----------|----------------|
| 1. | Consultative Registers | Creasing Foundation Brush Apply Blend Cool toned | 6 | 30% |
| 2. | Casual Registers | Natural Shade Set Contour Glowy Buffing Highlighter Concealer Skintone High Coverage Light Coverage Pigmented Flawless Primer | 14 | 70% |
| The Number of Registers | | | 20 | 100% |

2. The Meaning Types of Register

After analyzing the data in the form of registers used in Gina Shkeda's Youtube Channel, the researcher found 2 types of the meaning of registers used by Gina Shkeda on her Youtube Channel. The table regarding the types of meaning of registers can be seen below:

Tabel 4.2 The Meaning Types of Register

| NO | Meaning Types | Registers | Meaning | | Σ | % |
|----|---------------|-----------|----------|----------|----------|---|
| | | | Standard | Register | | |

| | | | | | | |
|---------------|--|---|---|--|----|-----|
| 1. | Affective Meaning | Foundati-on | The lowest load-bearing part of a building, typically below ground level. High means: adj. 1. high (distance), 2. high (speed / price) Coverage means: noun. reviews, financial protection. | Base of a powder. | 4 | 20% |
| Concea-ler | People who are hiding something. | Corrector flaws on the face or dars circles under the eyes to gives a smooth impression on one's facial skin. | | | | |
| High coverage | High means: adj. 1. high (distance), 2. high (speed / price) Coverage means: noun. reviews, financial protection. | The ability of a foundation or other complexion product to cover acne even without the help of a concealer. | | | | |
| Skintone | The color of skin. | Skin color that can be seen directly on the surface of the skin with the naked eye. Usually used to determine the shade of several makeup such as foundation, concealer and powder. | | | | |
| 2. | Social Meaning | Brush | Noun. 1. comb, 2. brushing action, 3. soft touch, 4. scrub, 5. fox tail. | applicator or aids to apply makeup to blend perfectly. | 16 | 80% |
| Primer | The basis of a type of paint. | A makeup base for long lasting use. | | | | |
| Apply | A request to do or get something. | Wear on face. | | | | |
| Blend | Mixing 2 or more substances. | Even out the makeup on the face. | | | | |
| Natural | Not created by human. | Makeup in a "no makeup look." | | | | |
| Shade | Comparison between darkness and coolness caused by direct | The dark level of a makeup product. | | | | |

| | | | | | | |
|--------------------------------|--|----------------|--|--|-----------|-------------|
| | | | sunlight. | | | |
| | | Set | put something in a certain position or place. | Locking makeup. | | |
| | | Contour | an outline to represent the shape of things. | The cheekbone affirmation technique. | | |
| | | Glowy | luminous impression. | The results of the makeup look moist, fresh and healthy. | | |
| | | Buffing | brush up on something. | the technique of rotating and pressing the foundation on the face using a brush. | | |
| | | Highlighter | Colored pens as markers on readable or emphasized text. | Giving glowing effect to the skin. | | |
| | | Creasing | Messy. | Cracked makeup. | | |
| | | Light Coverage | Light means: A natural agent that makes everything visible. Coverage means: reviews, financial protection | The level of coverage on the lightest complexion product, similar to real skin color | | |
| | | Pigmented | Colored. | Deep color on makeup. | | |
| | | Flawless | Without any imperfections. | Smooth and perfect makeup look. | | |
| | | Cool tone | Cool means: at low temperature place. Tone means: the quality of musical or vocal sound. | A color hue that is influenced by pink, red, or bluish hues that are influenced from within. | | |
| The Number of Registers | | | | | 20 | 100% |

C. Discussion

After analyzing all the data, the researcher finally compiled a number of register findings on Gina Shkeda's Youtube Channel. The following is a description of the finding of discussion:

1. Types of Register

Based on table 4.1, out of a total of five types of registers: (1) formal register, (2) consultative register, (3) casual register, (4) intimate register, and (5)

frozen register, it is found that there 2 types of register used in Gina Shkeda's Youtube Channel, namely consultative registers were 6 out of 20 data or 30%, and casual registers were 14 out of 20 data or 70%. From a total of five types of registers, the researcher did not find three other types of registers in this research because the data from this research are relationships or conversations made by a beauty vlogger and their subscribers which tend to occur informally and are strangers who do not know each other, while the other three types of registers, two of them are types of language variations that are carried out formally, while the other one is done informally but is carried out by two or more people who have an intimate relationship. This finding is supported by the theory of Martin Joos (1967) which classified registers into five types due to differences in situations in language and differences in social relations between speaker and listener.

This finding is in line with research conducted by Asmara et al. (2021) that in their research the researchers examined the types of registers used by Indonesian online drivers, where various unique registers were found which could be examined through the linguistic perspective which then the research can add insight and enrich research in the field of linguistics.

In the findings of table 4.1, The type of register that appears most frequently or is the most dominant found in Gina Shkeda's Youtube Channel is the casual register, which is 14 out of a total of 20 data or 70%. This means that in Gina Shkeda's Youtube Channel, the most frequently used type of register is the casual register because the conversation that occurred between the speaker and the listener is done informally and the conversation is carried out by a group of people who have enthusiasm in the world of makeup.

2. Meaning Types of Register

Based on table 4.2, some words have almost the same meaning between in standard English and in register as the word foundation which has almost the same meaning in standard English and in registers, namely basic. However, the two meanings are different because they are used in different fields. Other than that, based on table 4.2, out of a total of seven meaning types of registers: (1) conceptual meaning, (2) connotative meaning, (3) social meaning, (4) affective meaning, (5) reflected meaning, (6) collocative meaning

and (7) thematic meaning, it is found that there are 2 meaning types of registers used in Gina Shkeda's Youtube Channel, namely affective meaning were 4 out of 20 data or 20%, and social meaning were 16 out of 20 data or 80%. From a total of seven meaning types of registers, the researcher did not find five other meaning types of registers in this research because the data from this research are relationships or conversations carried out by a beauty vlogger and their subscribers which tend to occur informally and are strangers who do not interact with each other and involve the personal feeling or personal emotion of the speaker regarding a product or item, while the other five meaning types of registers do not represent the relationship between the speaker and the listeners and do not represent the personal feeling of the speaker. This finding is supported by the theory of Geoffrey Leech (1974) and Dell Hymes (1972) which classified the meaning types of register into seven types and explain how to find the context analysis used Hymes's SPEAKING theory.

This finding is in line with research conducted by Nurnaningsih et al. (2018) that in their research the researchers identify the meaning types of registers on Easy English Video in the episode "What Do You Know About Germany?", where various unique registers were found which could be examined through the linguistic perspective which then the research can add insight and enrich research in the field of linguistics.

In the findings of table 4.2, the meaning type of register that appears most frequently or is the most dominant found in Gina Shkeda's Youtube Channel is the social meaning. There are 16 data from a total of 20 data or 80% that use this type. This means that in Gina Shkeda's Youtube Channel, the most frequently used meaning type of register is the social meaning because the conversation that occurred between the speaker and the listener can explain the relationship and social conditions between the two.