

CHAPTER I

INTRODUCTION

A. Background of the Study

All individuals or groups always use language to interact with social beings. From ancient times until now, humans use language as a communication tool. Human can communicate between individuals, between groups, or individuals with groups. Social beings who are always developing and improving in the society use language as a daily necessity in life to do their activities in social life. Language and social relations are called sociolinguistics. Sociolinguistics is the study of language that studies character, language variety, function, and social condition. Sociolinguistics has language variation which is one of registers in social dialect. The use of register in social life is an important topic for this research because the use of register in basketball sports that many people do not understand the meaning of word in general. The example of several phrases or words used in basketball are hoopers, travel, nah, dunk, hustle, etc. These words or phrases are only known in basketball groups. The use of language in some social groups is called register.

The research on previous registers has been conducted by several experts. There are several researchers that discuss the register, including the research by Brian McNely (2019) entitled "Under Pressure: Exploring Agency–Structure Dynamics With A Rhetorical Approach To Register", by Tuukka Karlsson (2021) entitled "Register Features In Kalevala-metric In cantations", by Cristian M.I.M. Matthiessen (2019) entitled "Register In Systemic Functional", by Lucía Elena Cano Gómez (2020) entitled "Register Analysis and Linguistic Manipulation in the Murderers of the true crime series *I am a killer*", by Benedikt Szmrecsanyi (2019) entitled "Register In Variation Linguistics". The details can be found in the researchers' Chapter II section. From some of these researchers, the research on registers has been conducted, but this research is different. This research focuses to identify types of registers and meaning of registers used by an Instagram account called "Houseofhighlight" in which many registers can be found on his account, especially basketball content.

This study aims to develop various words on registers that have been previously carried out by previous researchers using sociolinguistics theory which will be discussed in the section of underlying theory in Chapter II.

This topic is important to be researched because of the rapid development of language in social media. Technology makes it easier for people with modern life style to get information and create new communities. The background of the study is an analysis of English registers on Houseofhighlight's Instagram account. Instagram is one of the most popular social media in society. Via Instagram, people can share photos, videos, and information via through their content. The researcher uses the most popular content, such as basketball, because there is not many research on registers in basketball. Therefore, the researcher has found many registers that can add the knowledge of register and develop research on registers.

B. Problem Statement

1. What are the types of register used in Instagram by Houseofhighlight?
2. What are the meanings of register in Instagram by Houseofhighlight?

C. Objective of The Study

The objective of this the study are as follow:

1. To describe the types of registers in Instargam by Houseofhighlight?
2. To identify the meaning types of registers in Instagram by Houseofhighlight?

D. Benefit of The Study

There are two benefits of the study such as theoretically and practically benefit are as follows:

1. Theoretically

Theoretically this research will contribute to the study of sociolinguistics especially registers of basketball.

2. Practically

- a. Sociolinguistics lecturer

The result of this research will give more information to lecturer about English registers used in basketball sports and knowledge sociolinguistics.

b. Community basketball

The result of this study to get to know new words and meanings of language in basketball and to increase knowledge in basketball. So, them can get practice the used of registers.

c. Future researchers

The result of this study can be used to increase knowledge and reference to study in teaching sociolinguistic especially in register.