

CHAPTER I

INTRODUCTION

1.1 Background of the Study

The success of a product is determined by the quality of the product and also influenced by the marketing strategies on the product. The marketing strategy related to the provision of a brand, tagline, and advertising creation using language as a medium of delivery. The language used in the making advertising, tagline and brand typically use language that is eye-catching and ear-catching to be easily remembered by consumers.

Tagline or slogan as part of the identification of the product is a sequence of words or expressive simple words used for communication or dramatizing emotional benefits and functional from brand to customers and potential customers in an effort to influence the feelings of consumers to the brand (Adila, 2012:2). A tagline is a small amount of text which serves to clarify a thought for, or designed a form of, dramatic effect. Many tagline is reiterated phrases associated with an individual, social group, or product. As a variation of a branding slogan, taglines can be used in marketing materials and advertising.

A slogan is a group of words that give gift with a dramatic way: easy to read, easy to say, easy to memorize (Blank : 2006). The slogans are usually short, interesting, and easy to be remembered. It is arranged as attractive as possible. It must be communicative and understandable for people. Therefore, the language

used in slogan is very important. The slogan sometimes is combined with pictures or icons.

Every slogan reveals something about its own time and as a means to catch and to hold the public attention. Slogans also have become instruments that bring messages which can be interpreted by the reader. The producer creates slogan not only as an utterance, but also as a message. The messages sometimes tell about feeling, anger, backing, refusing, and others. The messages in slogans are used to communicate the wearer's identity.

Visiting a place is not complete if it does not bring a souvenir of the place. Many things can be used as merchandise, such as: T-shirts, key chains, locks, and much more. Tourist attractions have definitely special characteristic or typical souvenirs of the tourist spots, each product is currently competing to introduce their products by creating a slogan that people will always remember if the slogan identically with their product, when a person walks, he or she will so easily see various kinds of slogans of the products marketed. One of them is in Bali, it is known as a International tourist attraction and every year it is always crowded with tourists from various countries. As a tourist spot, it is known by tourists from various countries certainly many shops center which offer some variety of souvenir or gift shop, owners contend that creating a specific characteristic of the store is to attract consumer to come. One of famous souvenir shop in Bali is *Joger*.

One of the slogans of Joger, "Joger is Ugly, Bali is Good", or "very idle person (VIP)" already attached and remembered by customers. Slogan as a sign language is also a major tool to describe the reality of an object or product. Here

we can see that the slogan is a symbol of a product valuable asset section for a company or organization.

(Ventura:2012) Characteristic of Joger products is accentuate the uniqueness and cuteness of words. Annoyance to process words in Joger products raises a variety of opinions. Some feeling like funny, unique, creative, but there are also some who may be offended. Language as an instrument of communication providing multiple interpretations of space. Ordinary words can mean an insult to the speakers who have a tendency towards a situation. As the words factory, every month Joger bring at least one new words. The initial idea of the production of words derived from daily events that are sometimes lost on the layman.

Cuteness and uniqueness of processing Joger words is presented on the outside of the store. On the outside of the store there are the words: *this is Joger wall, instead of the Berlin Wall*. Under the text contained the words: *shopping or not shopping still thank you*. To strengthen brand products Joger also advertise in a way that is unusual, like the words: *Joger is ugly, Bali is nice. Bali is good since the first, Joger is recent ugly*(Ventura:2012).

In this study, the writers analyzed the registers in Joger words. The writer wanted to know and tell the meaning of the words that exist in Joger to be introduced to other readers, especially those who do not know about Joger. With this research, the writers mean to indicate that Joger was a lot of wear and clever word processing words into a series of unique words and humor because Joger own jargon that is factory Joger words.

Another reason why the writer chooses this study is that this research has not been done by English Program Students at the University Trunojoyo Madura. That's what makes this study be the first study conducted on the register, especially types and functions that make the word into the register.

In this study, the writers analyze the word of registers found in Joger words. Joger words have been selected as the data source for Joger is a souvenir shop famous Joger Bali from its inception until today.

From there, the writer chose to analyze the meaning of Joger words because Joger has the words that have become the hallmark of the store. The writer wants to interpret the meaning contained in every Joger word. The writer in analyzing the Joger words using the theory of Register by Sociolinguistics which the writer of this study focuses more on the function of register.

Studying language variety is an important part of sociolinguistics. The specific term of language variety is register. Register is one of a variety of language forms that is used for a specific purpose, as opposite of social or regional dialect (which varies as speakers). These registers can be more narrow restricted by reference to the principal speech, the media or at the level of formality (Harman and Stork in Alwasilah 1993: 53).

Register is a variety of languages based on user and that the language used depends on what is being done and the nature of its activities. Register reflects another aspect of the social level, the social process is a process of the kinds of social activities usually involves people. Register is a particular form of

meaning associated with a particular social context, in which a lot of activity and a bit of conversation, sometimes often called the language of action (Halliday:1994).

Halliday (in Nababan, 1985: 42) states that the function registers include is Function instrumental, Functions of interaction, function of personality or personal, Function fixers or heuristics, Function imagination, Functions information.

1.2 Statement of the Problem

Based on the background of the study, the statement of research problem is formulated as follow:

1. What is the type of register applied in joger words?
2. What are the functions of register applied in joger words?
3. What is the most frequently function of register in applied in joger words?

1.3 The Objectives of the Study

1. To describe the type of register in applied in joger words.
2. To describe the function of register applied in Joger words.
3. To found the most frequently function of register in applied in joger words.

1.4 The Significance of the Study

Theoretically, this study gives knowledge to the reader in the phenomenon of using register variations.

Practically, it is useful information for people who are interested in analyzing the phenomenon of register occur in Joger words. It is also useful for all ages to understand the register of words.

1.5 The Scope and Limitation of the Study

The scope of this study is a sociolinguistics study which focuses on register. Register is a part of language variety, and it is the specific term in language variety that is interesting to know. In this study, the study about register applied in the data and the analysis of each data. Actually, there are many sources of data to get data for register approach. While the limitation in this study only focuses on the analysis of the Joger words. The writer takes the data from take picture in Joger Store. In this study, the writers identify function of register contained in the words.