

## **CHAPTER I**

### **INTRODUCTION**

This chapter presents the background of the study, statements of the problem, objectives of the study, significances of the study, and the limitation of the study.

#### **1.1 Background of the Study**

Everyone uses language to communicate with other people over the world as social creatures. People need to communicate with others since they cannot be individualistic for communication. To understand what people say, they have to know and understand the language itself.

In other words, a language is a channel to deliver our feeling and emotion to other people. As a social creature, man needs to communicate with women, in other words, women also need to communicate with man. To fulfill these needs they need language as a means of communication. In this case, the tool of their communication used is a language. Language as function to express our feeling, and needs or to get some information about everything such as knowledge, and pass the message. Using the language depends on the situation where and when the language is used, and it is called as linguistics variety.

Studying language variety is an important part of Sociolinguistics. The specific term of language variety is register. Register is one of the language varieties caused by different placed situation and the function of the language used by people. In Sociolinguistics, the term register refers to specific lexical and grammatical choices

as made by speakers depending on the situational context, the participants of a conversation and the function of the language in the discourse (Halliday 1989: 44). Register appears because of many aspects, from one place to another, from one social group to another, from one situation to another and from media to another. Different country has different style in producing the language.

Register is an interesting topic to be discussed because different community or different place will create different languages from the common used and even become rare, for example, the language used by fashionista in fashion is different with the language used by the common people out of fashion, since the situation of the language used is different. Not only in spoken, but also in written language, for example in printed media. One of the printed media is magazine. Beside face-to-face communication, magazine is needed by people to get informations. Magazine is like a document and it is interesting to be the source of the data in this study. One of interesting magazine is Elle fashion magazine.

Actually, there are so many kind of magazines, but the writer decided to analyze Elle fashion magazine because Elle fashion magazine is a well-known magazine and the planet's most famous women's fashion magazine in USA. Another reason is Elle fashion magazine stays on the leading edge of fashion, beauty, and lifestyle trends, and Elle Magazine has become the world's leading fashion magazine for every woman in today's society, this magazine also features fashion and beauty trends, lifestyles and personalities and Elle addresses new styles and runway trends in today's fashion and beauty world (David, n.d:1).

Based on the history of Elle fashion magazine, the writer is interested to read the magazine, the writer finds some sentences content of words that different with the word produce in common situation for example the word wedges, high-top sneaker, studded flat, multicolor Lego brick bracelet, cuff, clutch and so on. All the examples above are one of the register found in Elle fashion magazine, because those examples above are not the common word used by the common people, and those word also can be used more than one function, means has another meaning when those words used in out of fashion. So, those words can be used in fashion or out of fashion, it depends on where the language used. Therefore, the writer is interested in analyzing those words found in Elle fashion magazine.

The study of language variety especially about register has been done by many writers such as Yetty Faridatul Ulfah ( 2009), and also Nassima Mechitoua (2009-2010). However, the writer found that there is still no research analyzed about register in a magazine especially in Elle fashion magazine. Therefore, the writer was interested in analyzing this research entitled “A Study of Register in Elle fashion magazine.”

## **1.2 Statement of the Research Problem**

Based on the background of the study above, this study has two research questions:

1. What are the registers found in Elle fashion magazine?
2. Why are the registers used in Elle fashion magazine?

### **1.3 Objective of the Study**

In line with the statement of the problems, the objectives of the study are:

1. To explain the registers found in Elle fashion magazine.
2. To explain the registers used in Elle fashion magazine.

### **1.4 Significance of the Study**

The significances of this study are:

1. Theoretically, this study gives knowledge to the reader in the phenomenon of using register variations.
2. Practically, it is useful information for people who are interested in analyzing the phenomenon of register occur in fashion magazine. It is also useful for women and men to understand the register of words in fashion.

### **1.5 Scope and Limitation of the Study**

This study concerns to Sociolinguistics theory, actually there many terms in Sociolinguistics study. One of the interesting topics is studying language variety, in line to specify the study the writer decides to analyze about register. Register is a part of language variety, and it is the specific term in language variety that interested to know, in this research the study about register applied with the data and the analysis of each data. Actually, there are many sources of data to get data for register approach.

In this case, the writer takes the data from Elle fashion magazine, actually there are many different magazines, but the writer decides to get the data from Elle fashion magazine, and the magazine taken is Elle fashion magazine November 2012 edition, the volume are 158, 122, 124, 148, 149, 150, 157, 159, and 253.