

CHAPTER I

INTRODUCTION

This chapter is aimed to provide the general overview of this study. This chapter consists some significant aspects of this study, including background of the study, statements of research problems, objectives of the study, followed by significances of this study, scope and limitation of this study.

1.1 Background of the Study

Language has an important role in society and is used to communicate. Without language people will find difficulty to express and deliver the ideas to others. According to Wardhaugh (2002:3), language is a system of arbitrary verbal symbol which is used by the members of a speech community as a mean of communication to interact and express their ideas, feelings, and thoughts. From this statement, people use language as a basic tool to communicate and it has a role to establish an interaction with others. They communicate clearly and effectively by using language. It creates positive relationships with the society. The relationship between language and society is discussed in the part of linguistics called Sociolinguistics.

Wardhaugh (2015:15) defines that sociolinguistics focus on investigating the relationship between language and society with the purpose of having deeper understanding about language structure and how its function in communication. Based on the definiton above, we can conclude that language and society are closely related each other. Sociolinguistics is a branch of linguistics that studies how language and society interact. Thus, sociolinguistics is an appropriate field to investigate and learn more about the phenomena of language in society.

Sociolinguistics also studies the language variation that exists in this world. There are many variation of language in sociolinguistics. According to Fishman in Chaer (2004:3) states that sociolinguistics is the study of the characteristics of language variation, the characteristics of their function and the characteristics of their speakers as these constantly interact, change and change one another within a speech community. So it can be concluded that sociolinguistics is a field that learn about certain of language variations in language society.

In society, language variation are used by the speakers according to the context of the situation. According to Chaer and Agustina (2004:62), language variation distinguished by their speakers and use. Based on the statement above, the speakers mean who speak the language, where they live and how they are positioned socially in the community. Then, the use of language indicates in what field, for what purpose and how the situation is formed.

One of the language variation is register. Holmes (1992:246) defines that register is a language used in a group of people with common interest or job in any situational accosiated with such groups. There are different particular vocabularies in each occupational group. Each occupational group has a distinctive style that other people may not always be able to understand. The variation in each language is connected with the context of situation in different field.

The register phenomenon is interesting to be studied. Register is in sociolinguistics that studies language used in different fields. Different fields in each community have unique characteristicin their use of language. Therefore, register is a language variation that is different from others because it has characteristics by it users. This statement is supported by Nababan in Chaer (2004:68) who states that variations in language with it is used or usage called register.

According to Holmes (2013:266), the specialized register of occupational group develops initially from the desire for quick, efficient, and precise communication between people who share the same experience, knowlodege, and skill. Therefore, the contestants of Indonesian MasterChef in season 9 they have the same knowledges and skills in the field of cooking that create special terms that only be understand in this group. They communicate with their own style in way to deliver the information. To make their communication more effective, the register is necessary.

The language used by contestants in Indonesian MaterChef to convey the information they deal with is different from other people's. Many special terms in the field of cooking that may unfamiliar to people who not belongs to their group. For example the terms of seasoning, plating, steaming and others. The meaning of

the language may be difficult for other outside the group to comprehend. Also, these special terms are not used in other fields.

According to Holmes (1992:11) social factors such as participants, social setting, topic, and function can be used to determine the meaning of registers. Also Rizky (2021) argues that register is used to describing a thing or situation for making it clearly and easier understanding by people. For instance, people in Indonesian MasterChef use a specific language in order to be understood by all the participants in this event for the success of the cooking competition. This makes it easier for all participants to convey the information in the field of cooking that they are handling.

Furthermore, Wardhaugh (2006:52) states that registers are sets of language items associated with discrete occupational or social group. Permatasari (2019) believes that registers are relevant to the context, and they are uttered by some groups who use registers in their activities. Every community has a different background, knowledge and experience so that the language used can be understood by people in the community with the same background. For example, the register used by farmers are different from the register used by communities or people engaged in other fields, such as in military or politician. Therefore, they will intend to communicate with each other in this group because they have the same experiences, knowledge, skills and the common goals in conversation in the context of the situation. The situations of cooking competition in Indonesian MasterChef employ register in a language used to represent an activity handled in this group. So that communication can run smoothly.

Furthermore, in the development of the digital era, register can be found through certain media such as on the internet. Today, many social groups and fields are benefiting from developments in the digital world especially social media. One of the most popular platforms on social media that is widely used by the whole world is YouTube. In Indonesia, YouTube is the largest and famous platform to sharing and explore videos. Through this platform many kinds of videos are offered to public. Mardianawati (2021) states the fact that 93.8% of internet users are YouTube users.

The development of the digital world is related to the different language usage. The various fields or social group that are active and involved into social media produces many language variations on social media. One of them is the distinctive language use in the field of cooking which is found on YouTube. The use of language in certain fields or social groups is known as register and it is one part of sociolinguistics.

Nowdays, the register can be found in forms of YouTube videos. One of the fields or social groups found on YouTube is Indonesian MasterChef. MasterChef is a talent search event in the most prestigious and world-famous of cooking competition. There are many countries have this event, for example in Australia, America, Thailand and Indonesia being one of them. Indonesian MasterChef has been airing since 2011, this show has run for 9 seasons in 2022. This show has also won three Panasonic Global Award for the best talent search category for three editions (2012, 2013 and 2019).

There are 22 contestants in Indonesian MasterChef season 9 who passed into the gallery and there are 3 judges. They are chef Juna, chef Arnold and chef Renata. In each episode of Indonesian MasterChef there are two challenges. There are only a few dishes from the contestants that will be judged. In the first challenge the judges look one contestant to be the winner that can complete this challenge well. Then, the winner is given a reward from judges to not cook in the next challenge in this episode.

Thus, this study is conducted to investigate the register used in cooking competition of Indonesian MasterChef season 9 on YouTube. Types and function of language register are chosen as objects to analyze in this study. The study of types register will be analyzed because many types of register used in Indonesian MasterChef. Then, it is also important to analyze the functions of register that are found in Indonesian MasterChef. This study is also intended to give information about language use in the field of cooking. Besides, this study can also be used as learning material for people who have ability in cooking in order to motivate them to learn the terms are found in the field of cooking.

1.2 Statements of Research Problems

Based on the background of study, there are some research problems which the writer wants to investigate in cooking competition of Indonesian MasterChef season 9. The research problems are divided into two questions bellow:

1. What are the registers types used in cooking competition of Indonesian MasterChef season 9 on YouTube?
2. What are the functions of the registers in cooking competition of Indonesian MasterChef season 9 on YouTube?

1.3 Objectives of the Study

The objectives of this study are to:

1. Identify the types of registers used in cooking competition of Indonesian MasterChef season 9 on YouTube.
2. Explain the functions of registers used in cooking competition of Indonesian MasterChef season 9 on YouTube.

1.4 Significance of the Study

The writer hopes that this study will enrich the reader's understanding of register and also to understand the types and function of register found in cooking competition of Indonesian MasterChef season 9. Theoretically, the writer hopes that readers can understand the definition of registers and elaborate registers in the scope of sociolinguistics. Then, readers also understand how utterances can be categorized as registers by understanding the clue describe of this study. Then, practically the readers are able to distinguish some utterances whether it is register or not that are spoken in many platforms, one of them is YouTube. From this study, hopefully it can provide some benefits for all students especially in English Study Program. They can expect to be able to involve their knowledge in sociolinguistics about register in their research. Next, hopefully this study useful for other researcher to be used as reference material in their research related to register.

1.5 Scope and Limitation of the Study

The scope of this study only examines the register used in cooking competition of Indonesian MasterChef season 9 on YouTube. The limitation of this study concern to investigate the types of register used in Indonesian MasterChef season 9 by using Joos (1967);Chaer and Agustina (2014) theory. Then, to identify the function of the registers used in Indonesian Masterchef season 9 by using Halliday (1985) theory.