

CHAPTER I

INTRODUCTION

This chapter provides five subchapters, namely background of the study that provides the reason of choosing this topic, research questions, objectives of the study, significance of the study which provide contributions of the study for theoretical and practical purposes, scope and limitation of the study.

1.1 Background of the study

Language has a crucial role in speech. Every speech is made, influenced, played, and presented by language. The way people understand and comprehend the language use is the basis of how they construct their social, or group relation. Language is a communication system that conveys meaning through symbols such as words, sounds and body movements. This allows people to communicate their ideas, feelings, and thoughts, which promotes communication and understanding in society. Languages are spoken, written, or signed, and they vary greatly across cultures, each having its own set of conventions and laws.

According to Wardhaugh (2015), language variation is a set of human speech patterns that suffice sounds, words, and grammatical traits that can uniquely be attributed to external factors such as geographic and social factors. Moreover, according to Chaer and Agustina (2004), language varieties are influenced by situation, times, places, topics, and goals. Language variety refers to a set of communicative forms and norms for their use that are restricted to a particular group, community or activity. Language variety is a specific form of a language used by a particular social group in a specific context (Holmes, 2001).

Based on the explanation about language variety above, there are variations of language that are used in certain situations, for certain purposes, and often by certain social groups, which usually called register. Halliday (1994) states that register is a semantic concept which can be interpreted as a set of meanings that are specifically associated with a particular arrangement of field, tenor and mode. Fields refers to the content conveyed by the speaker, tenor refers to the speaker

himself, and mode refers to the context of language use. Moreover, according Joos (1967) register is the level of formality of language that changes according to social relationships and situations.

One example of is in the bird market. Bird markets in Indonesia have an important role in local culture and economy. Based on the writer first observation apart from being a place for buying and selling birds, this market also reflects long-standing social interactions and community traditions. The register used in these transactions is very rich and varied, including specific terms that describe the type of bird, its characteristics and care techniques. Apart from that, the register used is not only terms, but also reflects the values, knowledge and expertise of bird traders and fans.

As emphasized by Brumm (2021), These registers play an important role in strengthening social networks among community members. Using specific terms not only makes communication easier, but also creates a sense of togetherness and identity. Knowledge of the register used can be a bridge to engaging in deeper discussions and interactions. Analysis of these registers can also provide valuable information regarding the economic aspects of the bird trade. The language used in transactions can reflect pricing practices, marketing strategies, and ways of product differentiation.

The register used in the bird market was part of the community's cultural identity, as it reflected shared practices and long-term interactions among bird sellers and buyers. Certain terms carried deeper meanings and implied emotional connections to the birds, particularly when bird names referred to distinctive physical characteristics or behaviors considered valuable within the community, thereby influencing how the birds were evaluated during transactions. The use of this register was dominated by a casual style characterized by informality and shared background knowledge, which often made the interaction difficult to understand for outsiders (Joos, 1967). The register also functioned as a communicative tool that strengthened social networks and reinforced a sense of belonging among community members, as shared linguistic knowledge signaled insider status among bird enthusiasts (Eckert & McConnell-Ginet, 1992).

Based on the explanation above, the writer identified the register phenomenon that occurred in the Bratang Bird Market in Surabaya, which is the largest bird market in Surabaya. This register is formed when they carry out bird buying and selling transactions, which means that if someone has never been to the bird market, they will definitely find it difficult to understand the meaning of the conversation between bird sellers and buyers, especially during transactions.

The writer chooses this topic to find out the types of registers used in the Bratang Bird Market. Register analyses in the bird market context is essential to understand how language is not only for transactional purpose but also to build community identity, transfer cultural knowledge, and express economic value. The unique lexicon used among bird sellers and buyers reflects deeper social structures, shared expertise, and emotional attachment to the birds themselves. The writer chose Bratang Bird Market at Surabaya because this bird market it was a large bird market in Surabaya that could help the writer obtain more information and data.

1.2 Research Questions

Based on the background of the study above, the statement of the research questions are formulated as follows.

1. What are types of register used by bird seller at Bratang Bird Market at Surabaya?
2. What are the functions of language used by bird seller at Bratang Bird Market at Surabaya?

1.3 Objectives of the Study

In according with the research problem, the objectives of the study are stated below :

1. To identify the types of register used by the bird seller at Bratang Bird Market at Surabaya.
2. To explain the functions of language used appear by bird sellers at the Bratang Bird Market in Surabaya.

1.4 Significance of the Study

Theoretically, this study is expected to provide more knowledge and can be a good reference to those who decide to learn about language variation that exist in bird market, especially in Bratang Bird Market at Surabaya. Understanding existing registers in bird markets can help in preserving local culture. Many terms may disappear over time, especially if younger generations no longer engage in these traditional practices. By documenting and analyzing this vocabulary, we can preserve existing cultural heritage.

Practically, By analyzing how language is used by bird sellers, this research can help improve communication practices within the trade, support language preservation efforts, and inform cultural or educational programs. Additionally, the findings may serve as a useful reference for local authorities or organizations involved in economic development and conservation, particularly in contexts where the bird trade intersects with cultural identity and ecological issues.

1.5 Scope and Limitation of the Study

The scope in this study is Sociolinguistics, which focuses in exploring the register and the function of the language. In this case, the writer selects the bird seller at Bratang Bird Market at Surabaya. The limitation of this study is the word from utterance of the bird sellers which included into register and language function. In this study, the writer conducted observation. There are so many words from utterances that the bird seller produced, but the writer only focused in the word from utterances which included into register. In this study the writer will use Martin Joos (1967) theory for answer the research question one and Halliday (1967) theory for answer research question two