

ABSTRACT

Ismail, Moch M. F. 14.05.111.00084. *A Study of Register in Marketing Online Magazine*. Thesis. English Study Program of Faculty of Social and Cultural Sciences, Universitas Trunojoyo Madura. Advisor: Dr. Masduki, M. Pd

This study analyzes about register, which focused on text-based categorization and the factors influence register. There are two research problems of the study; those are (1) What are the registers found in *Marketing* online magazine? And (2) What are the factors which influence the use of the registers in *Marketing* online magazine?

This study is designed as qualitative study. Source of the data of this study is *Marketing* online magazine. The writer chose a post in *Marketing* online magazine which is posted in 28 January 2018, 5 December 2017, 5 February 2013 and 11 December 2014. The data are the words of the articles in *Marketing* online magazine which includes into register the writer collected the data by reading the *Marketing* online magazines. Then, the writer qualifies the word and phrase which belongs to register based on Biber's theory (2000). Then, the writer classified the data based on factors influence the register using Biber's theory (1994).

The research shows the registers and influencing factors towards register in *Marketing* online magazine. In regards with the factor influencing the register, it is only social setting leading to the use of register.

Keywords: Register, Text-based categorization, Factor Influences Register, Marketing.