CHAPTER I

INTRODUCTION

The chapter provides simple explanation of background of the study, statements of the research problem, objectives of the study, significance of the study and scope and limitation of the study.

1.1 Background of the Study

Language is a communication system which is required to facilitate people performs their activities in society, such as in market, school and office. The study of language which is related to social conditions is known sociolinguistics. Hudson (1996, p. 1) states that "sociolinguistics is the study of language in relation to society." Language and society cannot be separated. One and another are interrelated.

In sociolinguistics, language varieties which are used by particular people can be investigated. One of varieties is register. Yule (2006, pp. 210-211) states that "A register is a conventional way of using language that is appropriate in a specific context, which may be identified as situational (e.g. in church), occupational (e.g. among lawyers) or topical (e.g. talking about language)." It means that register is used based on what is being done and related to different profession group. People who join in particular community or group have language which is only used by members of those community or group.

There are some languages usages which are used by people. One of them is written text. People use written text in many ways, such as in internet, magazine, thesis, email, social media, etc.In this era, internet has been growing up rapidly. All information of whole the world are covered by internet. Some megazines also changes to electronic magazines. One of electronic magazines which can be accessed with internet is Marketing online magazine.

Marketing online magazine has been exploring the strategic challenges facing businesses large and small every month for over 25 years, and it continues to be a trusted resource for marketers and media professionals. Marketing online magazine is one of blog which is posting about online marketing, business, web etc.

Recently, technology of information has been increasing. The rise of internet users is evident of that. The appearance of internet has many benefits for human life. The internet provides any news and information. Besides, the internet has other useful functions for human. One of those functions is used for marketing. McPheat (2011, p.8) defines that “marketing is the full range of activities that you undertake, both on and off the web, in order to make certain that you are meeting your consumer’s needs.” Marketing is connected with sales, advertising and promotion.

Online marketing is new strategy in marketing. The internet has significantly transformed the technique that companies create their marketing strategies. Using the internet, marketing strategies and target consumers can be expanded. According to Pawar (2014) online marketing is being a hot issue in

every industry sector, and progressively plays a truthfully important role in any company's multi-channel marketing strategy. Online marketing uses the internet access to promote the product to consumers. It includes social media marketing, email marketing, search engine marketing, many types of display advertising, and mobile advertising.

Online marketing has been beginning to be widely used by the companies or person who has product. So, it is not be surprised if the number of learners of online marketing is has been increasing. There are several sources which provide information about online marketing. One of them is Marketing online magazine. There are lots of registers about online marketing which have different meaning from the common language. These registers cannot be understood by common people.

One of examples of register that was posted in Marketing online Magazine is "RankBrain helps Google better understand search queries." The word *"RankBrain"* and *"Google"* is one of example of register about online marketing in Marketing online magazine. The word "RankBrain" means a machine-learning artificial intelligence system that helps Google process some of its search results, in particular rare or one-of-a-kind queries. While the word "Google" refers to one of search engine which is popularly used by the user of internet.

Based on the background above, the writer chose the registers in Marketing online magazine as the topic in this research. This research became knowledge to common people who want to know about the language variation of online marketing. Moreover, the writer chose this research because of online

marketing is an effective strategy to promote products extensively. Another reason why the writer chose this study is this research has not been done by students of English Study Program at Universitas Trunojoyo Madura.

The writer selected Marketing online magazine as the source data. The writer selected this online magazine because the magazine has been exploring the strategic challenges facing businesses large and small every month for over 25 years, and it continues to be a trusted resource for marketers and media professional. Furthermore, this magazine has a lot registers which will be able to be analyzed. This research is hoped would be useful information to whoever interesting in online marketing.

1.2 Statement of the Problems

The statements of research problem that the writer invents are:

1. What are the registers found in Marketing online magazine?

2. What are the factors which influence the use of the registers in Marketing online magazine?

1.3 Objectives of the Study

Considering with research problem above, this study has objectives that are stated below:

1. To explain the registers found in Marketing online magazine.

2. To explain the factors which influence the use of the registers in Marketing online magazine.

1.4 Significance of the Study

Significance of this research is to present contributions both theoretically and practically. Theoretically, the findings of this study are expected to broaden the reader's knowledge about the registers, especially in Marketing online magazine.

Practically, the purpose of this study is to help people in understanding registers found in Marketing online magazine. It is also useful for people to understand the register of online marketing.

1.5 Scope and Limitation

In order to make clearer and not too wide, the writer used some borders to limit this research. The scope of this research deals with sociolinguistic, which focused in register. In this study, the writer chose Marketing online magazine as the source of data. The writer chose posts in Marketing online magazine which is posted in 24 January 2018, 5 December 2017, 5 February 2013 and 11 December 2014. The limitation of this research is articles in Marketing online magazine which includes into register. The writer selected the word or phrases which containing register.