

CHAPTER I

INTRODUCTION

This chapter provides some subchapters, namely background of the study, statements of the problems, objectives of the study, significances of the study, and scope and limitation of the study. Those are important to describe the study generally.

1.1 Background of the Study

Language variety is understood as a general term that are or applicable in society. This term can be utilized to distinguish the variety of language, and the language user's identity. It is provided in terms of vocabulary, pronunciation, and punctuation, and determined by the social role of the user and the particular context.

According to Bell (Coupland and Adam, 1997), language variation is one of the most interesting aspects in sociolinguistics. The basic principles of the language variation are speakers do not always speak in the same way for all of the events or occurrences. It means that the speakers have an alternative or choice to speak in different ways or in different situations. The different ways to speak can also lead to different social force.

Sudaryono (2002) categorized the forms of language variation in the form of idiolect, dialect, speech levels, variety of languages and registers. The register is a language form existing with particular purpose from the language user.

Halliday (1994) said that register is a semantic concept which can be defined as an array of meanings associated specifically with a particular

arrangement of the field, tenor, and mode. The field refers to what speakers are communicating, the tenor refers to the speakers themselves, and the mode refers to the context of the language use.

There is a unique register phenomenon occurs at *Tanah Merah* traditional cow market. It is located in *Tanah Merah*, and it is also one of the biggest Cow Markets in Bangkalan. The unique one especially at the way how the language term is used, most of cow sellers at *Tanah Merah* traditional cow market utilize register words in doing transaction. In consequence, those who never visit cow market at *Tanah Merah* will confuse to understand their language when they hear the cow sellers are communicating each other, especially when they are doing transaction.

The following utterance provides the cow sellers communicate each other by using register. It occurs when a cow seller offers a cow to buyers.

Madurese: “Dáiyá engko’ ma’lè lo’ **du’-budu’** kâ kakèh, tello bellás korang satos, mon lo’ tello bellás lo’ èbághi lakaran, marè ètabár sèttong duá”.

English: “well to make you not to bid too long. It’s thirteen million less a hundred. Actually I will not sell it less thirteen million. Anyone has bid twelve million”.

Based on the data above, It can see the cow seller gives the buyer the exact price. The utterance **du’-budu’** indicates the cow seller tries to give the buyer the exact price in order the buyer does not need to calculate and bid too long. The term **du’-budu’** is categorized register because it has particular meaning, and the register **du’-budu’** is uttered by incomplete sentence. If the utterance **du’-budu’** is

completely uttered, the cow seller can utter *you don't need to bid too long*. However the cow seller does not do it, it is probably considered the cow seller has known the buyer well.

There are two previous studies which are relevant to this study. The first study was conducted by Agus Sudargo (2011) entitled *word formation processes on the youth registers of maxim and Elle and Magazines*", and the second study was conducted by Fajar Herviati (2014) entitled *Register used by business community in william Shakespeare's the merchant of venice*". The difference between the two previous studies and the present study are the source of data and the theory. The first previous study used Magazines as source of data, while this study uses the utterances of cow sellers as the source of data. Both use the same register theory proposed by Halliday (1994). The second previous study analyzed only registers proposed by Halliday (1994) that were used by business community in william Shakespeare's the merchant of venice, while this study analyzes the types of registers proposed by Sawiyah (2007), the register theory proposed by Halliday (1994) and the functions proposed by Halliday (1985) which are found at *Tanah Merah* traditional cow market.

1.2 Statements of Problems

Based on the background of the study above, the statements of the research problems are formulated as follows:

1. What are the types of registers used by cow sellers at *Tanah Merah* traditional cow market?

2. What are the functions of registers used by cow sellers at *Tanah Merah* traditional cow market?

1.3 Objectives of the Study

Based on the statements of the problems formulated above, this study have several objectives, they are:

1. To explain the types of register used by cow sellers at *Tanah Merah* traditional cow market.
2. To explain the functions of register used by cow sellers at *Tanah Merah* traditional cow market.

1.4 Significance of the Study

Theoretically, this study contributes knowledge about register, and tells how to analyze register at traditional cow market. This study also becomes a reference for future researchers who are intend to analyze the register and their functions.

Practically, this study helps people apply and understand registers used by cow sellers correctly and politely. It also helps people to understand the function of registers in daily communication.

1.5 The scope and Limitation of the Study

This study analyzes the registers and their functions which are utilized by cow sellers at *Tanah Merah* traditional cow market. Therefore, the scope of this study is sociolinguistics analysis concerned with the types of register and their functions which are applied at *Tanah Merah* traditional cow market. The

limitation of this study is on all utterances produced by cow sellers at *Tanah Merah* traditional cow market which contain types of register and their functions.