

CHAPTER I

INTRODUCTION

In this chapter, the researcher provides a brief explanation about the background of this study, statement of research problems, objective of the research, significance of the research, and scope and limitation of the research

1.1 Background of The Study

Language is one of the communication system which required to facilitate for people in order to performs their social activity. It can be happened in the neighborhood environment, in the office, in the market, and so on. The study of language which related to social condition is well-known as sociolinguistics. Hudson (1996, p. 1) gives statement that “sociolinguistics is the study of language in relation to society.” Language and society, both are interrelated.

In sociolinguistic study, there are a lot of language varieties which are used by particular people and it can be investigated. One of them 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 the different groups of profession. People who have joined in a particular groups or community they have language which is only used by them and other members of those group or community.

There are some variation of languages usages which are used by people. It can be in written or spoken form. People use a spoken language which can be found in many ways, for instance in daily talks, in television, in radio, movies, or videos in social media. All of them are accessible using internet connections. Today, internet has been growing up rapidly. All of the information we need are accessible using internet connections. One of the most popular and accessible platform in social media using internet is YouTube.

YouTube is a video sharing platform developed by Google and is currently the largest and most popular used by people in the whole world. In the fast development of the internet, most of people use it as the business land to get more income, such as influencers and also the content creator or even public figure. They create and share their content in their YouTube channel. There are many kinds of content that they share on social media, especially in YouTube, from news content, entertainment content, sports content, or informative content for their loyal audiences or viewers. One of them is containing reviews of daily necessities, for instance, a vehicle or transportation (automotive).

Recently, the development of the automotive industries are growing up rapidly and provides land or opportunities for those who are experts in the automotive sector which are also a content creators to collect income by utilizing social media such as YouTube. Platforms like YouTube itself make it easy for automotive enthusiasts to share and receive the latest information about the automotive world. So that many automotive manufacturers invite automotive

content creators from various platforms, one of which is YouTube, to introduce their products.

In the Indonesian automotive world itself, there are three famous reviewers who are known as the best automotive reviewers who are also content creators which share their reviews about automotive on social media, one of which is YouTube. They are Fitra Eri who is a well-known as the most popular racer in Indonesia. He is also a senior Indonesian automotive journalist who often invited to international launch events for new automotive products abroad and is the only representative of Indonesian journalist and reviewers to come. Currently he joins the largest and most trusted automotive media, OtoDriver. He has also personal YouTube channel with millions of subscribers.

The second is Om Mobi who is also an automotive reviewer from a YouTube channel, MOTOMOBI. He is famous because of his skull mask and always wears black glasses and a hat wherever he is with “Kami Suka Turbo” as his tagline. Om Mobi is also known for his uniqueness, different style of speech in the way of delivering information and is often interspersed with jokes when he did the review, makes it feels less formal and easier for viewers and fans to accept and understood the information. It makes Om Mobi looks different than the other reviewers and get a special place for his fans.

The third is Ridwan Hanif Rahmadi, is the youngest of them, that is the automotive reviewer who is known for being the most relaxed but informative in his way of delivering information. He is known as the representative of millennial

generation in automotive world. He is a young businessman in many sectors, such as, he has a car detailing business, "Autonet Care" and a car rental business, "Autonet rent car", and “AutonetCoffe& 69 kitchen” in F&B sector. That is what make Ridwan Hanif usually called as “Sultan”. He has his own production house called Ridwan Hanif Rahmadi Channel (RHRC). He is also one of the founder and host in automotive media called "Autonetmagz".

The three automotive reviewers that have mentioned above also often making a collaboration by did some long-distance trips or road trip and epic journey using certain cars to make a long-term reviews, such as, road trip with Toyota Fortuner TRD from Jakarta - Yogyakarta in April 2018, epic journey with Toyota Corolla Altis HEV from Yogyakarta - Bali in January 2020, BMW 90's challenge Jakarta – Solo in March 2020, Isuzu MU-X survival challenge Jakarta – Palembang in April 2020, and the latest one is the biggest and the most waited challenge is Suzuki Jimny challenge sponsored by MS Glow for men & JURAGAN 99 Corp. in East Java in September 2020. This also makes their videos are more preferable by a lot of viewers. Their collaboration in making a road trip videos often appeared in the top of the YouTube trending column in Indonesia.

In conducting automotive reviews, especially cars, certain words will often appear and it will only be understood by certain people, such as the reviewers themselves and their viewers, which are not necessarily known by people in general. Here, the researcher provides the information about the terms that are commonly used by automotive reviewers, especially by the three people mentioned above, in sharing their reviews in the automotive world. The researcher not provides

information about registers in automotive world that are officially used in general, such as the word *suspension*, *steering*, *sunroof*, etc., which many people probably already known. However, the researcher provides information about the registers used by Indonesian automotive reviewers in the form of unofficial or informal language in the automotive world or a language that they have created by themselves so that it will give another interpretation for the viewers to accept and understand, such as the words *galak*, *perang*, *penduduk*, etc. That are the common words in Indonesian that have nothing to do with the automotive world yet the reviewers adapt it into their review videos for any certain purposes for the viewers.

Based on the mentioned background above, the researcher chose the topic of register in the Indonesian automotive review video, especially the review hosted by Fitra Eri, Om Mobi and Ridwan Hanif, as material in this writing. The researcher chose the automotive topic as the topic in this study because the researcher was looking for something close and often used by people in general in their daily activities. Automotive world itself is one that has a lot of enthusiasts in Indonesia. The three reviewers above are the most popular automotive reviewer with immense number of fans and subscribers. This research is expected as additional knowledge for people who want to know about automotive world precisely in automotive terms in Indonesia.

In addition, the researcher chose the automotive review video from the YouTube social media platform as writing material because of the increasing number and growing of frequent development of the automotive industry in Indonesia to introduce their products lately by collaborating with content creators

in Indonesia. Most automotive content creators use social media platforms such as YouTube to share the results of their reviews which make it easier for both parties, the content creators and viewers itself.

1.2 Statement of The Research Problems

1. What are the registers found in Indonesian automotive review video on YouTube ?
2. What are the characteristics of register used in Indonesian automotive review video on YouTube ?
3. What are the functions of register used by Indonesian automotive review video on YouTube ?

1.3 Objectives of The Research

Based on the research problems above, this study has objectives that stated below, they are;

1. To describe the registers that found in Indonesian automotive review video on YouTube
2. To describe the characteristic of register used in Indonesian automotive review video on YouTube
3. To explain the functions of register used in Indonesian automotive review video on YouTube

1.4 Significance of The Research

Significance of this research is to give a contribution both in theoretically and practically. Theoretically, the findings in this study are expected to increase readers knowledge about language variations, namely registers, especially in the automotive sector in Indonesia.

Practically, the aim of this research is to help people understand the Indonesian word or phrase that commonly used by car reviewers in Indonesia and unconsciously become the register. It is also very helpful for people to understand registers in the automotive world, especially in Indonesia. Furthermore, this research hopefully can be used as a reference for the next research.

1.5 Scope and Limitation The Research

The researcher set limits and coverage in this study to make it more focus on the conducting process. The scope of this study relates to sociolinguistic syllabi, focusing more precisely on registers. In this study, the researcher chose car review videos delivered by the three best reviewers in Indonesia; Fitra Eri, Om Mobi, and Ridwan Hanif, which were shared on the YouTube platform as a data source. The researcher selects a series of video from YouTube with the three reviewers as hosts. The limitation in this research is the reviewers utterances which are considered have register elements with predetermined criteria.