

CHAPTER I

INTRODUCTION

This chapter explains about background of the study, research questions, objectives of the study, significance of the study, and the scope and limitation of the study. Those are important to be explained, because they describe this study generally.

1.1 Backgroud of Study

Communication can be successful, if speaker and listener understand the topic which is being discussed in language use. Language is a communication system in which thoughts are transmitted by sound (as in conversation) or a symbol (as in written words or physical gestures). Based on the system of communication, the use of language can be affected by the use of language in linguistic perspectives and also non-linguistic perspectives.

The use of language in linguistics perspective can be affected by sound, word form, grammatical and syntax. While, the language use in non-linguistics perspective can be affected in relation to social factors (as well as it refers to how organized the members of speech society are, whether by age, gender, job, education, social status or economic social capability and various social interactions undertaken by human in vast areas) and also situational factors (such as determining the speaker, the audience, the execution place and the topic) which can give rise to the language variety.

Language variety can be caused by the social interaction activities carried out by a wide variety of communities or groups and also the non-homogenized

speakers. The language variety can be seen as a result of the social diversity and also the function diversity. It already exists to fulfill its function as an interaction medium in the activities of diverse communities.

Language variety based on its use can be called as register. Wardhaugh and Fuller (2015) states that registers are sets of language items associated with discrete occupational or social groups (p. 53). Chaer and Agustina (2014, p 68) explain that it is generally discussed according to context of use, style or the level of formality and language usage. It can be seen from a feature which is related to vocabulary. It has a specific or certain vocabulary that is not used in other fields.

Register can be seen by several aspects, some of them is register based on its kinds and also its situational characteristics. In the kinds of register, register can be seen by five kinds of style. Chaer and Agustina (2014, p 70) say that the use of register based on level of formality, it can be distinguished into five kinds of style, those are frozen, formal, consultative, casual, and intimate.

Meanwhile, register can be seen from identify speakers' typical communicative purposes and find the linguistic patterns in their communication based on the situational characteristics of register. Biber and Conrad (2019, p 39) says that many descriptions of a register represent beliefs or perceptions, rather than the result of an empirical investigation. However, the descriptions are not necessarily accurate. They give a suggestion that we need to get some information about the situational characteristics to see the register use.

One of the register users is Aquascapers (as known as people who like to Aquascape realm) at the HR Aquarium shop. HR Aquarium Shop is one of the

best and big Aquascape shops in Bojonegoro which provided aquatic animals (e.g.: fish, turtles, lobsters, etc), aquatic plants, stones, woods, fertilizers, tools, and other aquarium equipment. It has a lot of visitors who would discover, receive and share the register of Aquascape, as well as the statement of Wardhaugh and Fuller (2015, p. 53) who state that speakers learn different registers through socialization in different cultural groups within their society.

At HR Aquarium, Aquascapers used the registers when they were making conversation (e.g.: in transaction, discussion and consultation contexts). One example of Aquascapers' conversations which has the use of register, it can be illustrated as follows.

- Visitor : “Warna ikan Tetra-nya kok *ênggak* cerah?”
(“Why are the Tetra fish colour unattractive?”)
Seller : “Itu belum **dikaropil**, mas.”
(“They are not **re-colored** yet, sir.”)
Visitor : “Oh, pantas saja.”
(“Oh, no wonder.”)

Based on the example of conversation above, visitor and seller were talking about the Tetra fish color. The researcher argues that the statement of seller has a register. The seller calls “*karopil*” word in his/her statement. The word is used based on its usage. In the kinds of register, the word can be indicated as a consultative register. It is affected by result-oriented and process-oriented.

The register used by the seller in the example of Aquascaper's conversation, it can be affected by several the situational characteristics. Biber and Conrad (2019) states that it is often the case that there would be some situational characteristics that are not consciously recognized by users of a register (p. 39).

The participants is a seller as an addressor and a visitor as an addressee. The relation among both of them influenced by interactiveness from their conversation. The channel in the conversation is speech and the specific medium is transient by face to face. The production of circumstances in real time. They use register at Aquascape shop with no physical time shared. The seller uses register to inform on his communicative purpose. The topic of the conversation on business realm.

Thus, the register of Aquascape needs to be known by common people or people who want to know Aquascape realm, especially the visitors of HR Aquarium Shop. It can help them to understand and know the register in Aquascape realm, both within its kind and also its situational characteristics.

1.2 Research Question

Based on the background of the study, the researcher states several problems or questions that can help to analyze this study, those are:

1. What are kinds of register used by Aquascapers at the HR Aquarium shop in Bojonegoro city?
2. What are the situational characteristics of register used by Aquascapers at the HR Aquarium shop in Bojonegoro city?

1.3 Objective of the Study

Based on the statements of problem or research question above, the researcher provides several objectives for this study, those are:

1. To describe the kinds of register used by Aquascapers at the HR Aquarium shop in Bojonegoro city; and
2. To explain the situational characteristic of register used by Aquascapers at the HR Aquarium shop in Bojonegoro city.

1.4 Significance of the Study

The significances of this study give some contribution in two perspectives, those are: theoretical and practical. Theoretical, this study can give description to the students and/or lecturers of English Study Program about the kinds of register and the situational characteristics of register used by Aquascapers. It would help the students and/or lecturers for learning process or doing research in the future.

Practically, this study can give some information to the Aquascapers in HR Aquarium Shop about the kinds of register and also the situational characteristics of register in Aquascape realm. It can be used by the Aquascapers in interaction, transaction, and consultation.

1.5 Scope and Limitation of the Study

The scope and limitation of this research can be explained as follows:

1.5.1 Scope of the Study

The scope of this research is to focus on problems or phenomenon in which would be tested and avoid to irrelevant topic. Scope of this research focuses on a study of registers used by Aquascapers at the HR Aquarium shop in Bojonegoro.

1.5.2 Limitation of the Study

The limitation of this research is a bit to confine the scope of this research, so that the problem can be focused on and relevant. Limitation of this research focuses on:

1. The kinds of register used by Aquascapers at the HR Aquarium shop in Bojonegoro city; and
2. The situational characteristics of register used by Aquascapers at the HR Aquarium shop in Bojonegoro city.