

CHAPTER I

INTRODUCTION

This introduction chapter is aimed to provide the general overview of this research. This chapter provides some significant aspects of this study, including background of the study, statements of research problems, objectives of the study, significance of this study, and the scope and limitation of this study

1.1 Background of the Study

The development of information and communication technology facilitate for people to interact with each other. The ease of interaction is beneficial for the community to spread information easily and quickly. One of the interactions in social media is trading. The society use social media platforms as a tool to interact with sellers or buyers of goods and services. But technology is like two sides of a coin which can present a usage aspect negatively. In addition, some parties use the platform for illegal trafficking such as online human trafficking or online prostitution. This trade is an illegal trade that is widespread today along with technological developments. It cannot be denied that advances in social media technology also provide benefits for pimps, commercial sex workers and users of these sex services.

At this time, online booking prostitution is increasingly happening on social media. Prostitution is now a business that is advertised on the Internet, expanding the scope of pimps to a broader market of potential sex purchasers(Farley et al., 2014). Commercial sex workers or pimps use electronic media as a means of

ordering transactions for sexual intercourse. As with online trafficking in general, online prostitutes use social media as a tool where they distribute pictures, photos and information about sex workers. The term *open BO* (Booking Online) is increasingly spreading in every information media including social media platforms. Sexual practices that are used for livelihoods develop rapidly in line with advances in mass media technology. Sex workers use social media platforms to launch their actions. For them, the use of social media for online prostitution reaches a wider scope than prostitution in some portals. They use social media platforms such as Twitter, WhatsApp and Instagram. In this sexual practice, they mostly use twitter. This is because the large number of Twitter users, and this platform is more open rather than the other platforms.

According to the Ministry of Communication and Information Technology (2013), since 2013, Indonesia has been ranked 5th as the largest Twitter user in the world. The number of Twitter users in Indonesia reaches 63 million people(Kementerian Komunikasi dan Informatika, n.d.). In addition, from 1 October 2017 to 30 November 2018, the trend of pornographic conversations showed a high volume of 10,470,036 conversations per day in one year. This proves that online booking prostitution done on Twitter is more than on any other platform. Twitter has supported feature which always shows trending. By using hashtags (#), Twitter users can simply search for the desired content. Therefore, the case of open BO has also trended and is still in demand by Twitter users, especially users of sex services.

Further, the more exposure they spread, the wider the reach and interest of their customers. They spread photos, videos and text in their accounts as attractive

as possible on their tweets. Tweet is a message that contains text, photos, GIFs or videos posted on Twitter. The information or language contained in these *open BO* posts also influenced readers to ensure the authenticity the users of sex services. In order to increase the amount of exposure, commercial sex workers use the language commonly used in ordering or buying and selling transactions in general. Even so, the language used has different meanings according to the context of whom, with whom, when and where the information is conveyed. Moreover, they also use language that expresses their community as commercial sex workers and service users even though some of the vocabulary or sentences they use contain elements of pornography. Therefore, the use of language affects the increase in exposure for sex workers to reach a wider audience.

In Sociolinguistics, it is important to know how language is used by a community. Different communities can produce different meanings of the same language from two different communities. For instance, commercial sex workers or pimps use several languages in buying and selling in general with different meanings to establish relationships with users of these sex services. This makes it easier for sex workers and sex service users to carry out transactions or orders. Therefore, the different language background of the speakers in various communities will create diverse kind of language variety due to the different situation and social stratification of the speakers (Budiarsa, 2015: 2). One of the examples is the use of the word booking in online prostitution and airline services. The word booking has a meaning of ordering a place or service before the time the use of the place or service arrives. In the context of online prostitution, sex workers use *Open Booking Online (Open BO)*, which means that sex service users

can order sex workers to have sex online. Meanwhile, in flight services, the word booking is used as a ticket booking or flight service. The differences in meaning in the same language are influenced by the community and how people use the language. This proves that commercial sex workers use a specific language in order to be understood by the order of sexual services for the success of a transaction carried out.

The different languages used by each community are called registers. Register is one of the language variations in the field of sociolinguistics. In every community has a purpose in every language they used. The registers used by a community have a specific purpose in order to achieve the goal in a communication. According to Wardhaugh (2006: 52), “Registers are sets of language objects related to individual occupational or social classes.”. A group of people will express their language differently from the language of other groups. This is how they express how language characterizes a group. Languages can be understood by each other based on the background knowledge that the community already has. Otherwise, they will recognize every intention of communicating with each other because when they communicate, they have shared experiences, the same ideas and the context and purpose of a conversation. Sometimes, a word has a diverse meaning in a community. So, register is a language used in a group to represent an activity carried out in that group.

In addition, each community group has a different register feature. The linguistic feature of register is a variation that gives the speaker a choice of ways of expression containing a choice of different vocabulary, syntactic patterns, word structure (morphology), and pronunciation (Holmes, 2013). In this case,

commercial sex offenders or pimps spread information in various languages of prostitution to show the activities they carry out. The differences in the language they use also affect the form of the language they write or speak. On Twitter platforms, sex workers often use words in the form of acronyms or compounding. For example, the word acronym VCS, which means Video Call Sex. In addition, for example the word blending *Panlok*, which means *panda lokal*. Based on the example of the use of these two words, sex workers or pimps do not write or directly mention the meaning of the words they utter. However, this does not create miscommunication between them and customers. So, they can recognize and interpret the language they use in their prostitution community or environment.

Registers are also influenced by the circumstances in which the language is spoken. People's culture is also the reason for how they form environmental patterns so that the language can emerge (Gregory & Carroll, 2019). The use of registers on the pimps' social media platforms is increasingly developing as the interest increases. As online shop in common, they also use language to attract men's attention to use their sex services. In situations of online prostitution, this is an immoral act committed by hiding the privacy of sex workers and sex service users. However, sex workers spread information about themselves and their sexual services in general on social media platforms. Therefore, the terms used in online trafficking generally have something in common with sex workers, but the meanings are different due to their situation or context.

Online booking prostitution is a site that people are looking for or avoiding. However, it cannot be denied that this activity is increasingly being

discussed in the virtual world and the real world. In addition, this immoral act is increasingly rampant and increases every year. Booking online prostitution is a site that people look for or avoid. However, it cannot be denied that this activity is increasingly being discussed in cyberspace and the real world. In addition, this immoral act is increasingly rampant and increases every year. Further, the improvements in communication and information technology have triggered online booking prostitution actions. Thus, this research is conducted for identify the registers used in online booking prostitution. In addition, this study is also aimed at identifying the linguistic features of register that they used. Then, it is also important to classify them into the criteria of registers and what is the function of using these registers. This research is also intended as language education about sex in cyberspace. Although there are many pros and cons, these languages must be known by the public. This is to avoid these sites. This research can also be used as educational material for parents for their children to stay away from pornographic sites and not find out because of curiosity. Due to this it can be an experimental action and end up with misuse of information technology.

1.2 Statements of Research Problems

Based on the background of study, there are some research problems which researcher wants to investigate in booking online prostitution. The research problems are divided into two questions bellow:

1. What are the linguistic features of register used by sex workers in booking online prostitution?
2. What are the criteria of the registers in booking online prostitution?
3. What are the functions of the registers in booking online prostitution?

1.3 The Objectives of the Study

The objectives of this study are to:

1. Explain the linguistic features of the registers used by sex workers in booking online prostitution
2. Explain the criteria of registers used by sex workers in booking online prostitution
3. Explain the functions of registers used by sex workers in booking online prostitution

1.4 The Significance of the Study

The result of this study is intended to provide both theoretical and practical actions in order to develop knowledge of sociolinguistics, particularly register. The writers expected to provide a broader knowledge of the definition of registers as well as the linguistic features of register, criteria and the functions of registers. Theoretically, the writer hopes that readers can understand the definition of registers and elaborate registers in the scope of sociolinguistics. The readers also understand how utterance can be categorized as registers by understanding the clues described in this study. With this, readers can understand the linguistic features, the criteria and also the function that used according to the context or based on the language used by a community. Then, practically, the readers are able to distinguish some utterances whether it is register or not that are written in many platforms, one of them is Twitter. In addition, the readers can find out what register that represent the community. Furthermore, the readers detect some contents that contain elements of sex or pornography that are used by sex workers

on social media platforms. Therefore, readers can avoid these sites and minimize the use of the register against inappropriate people. It also aims to reduce misuse of information technology and sexual abuse from an early age.

1.5 The Scope and Limitations of the Study

The scope of this research only examines the registers used by sex workers or pimps and the sex services in online booking prostitution. While the limitation of this study concern to investigate the word formation as the linguistic features of register, criteria and the functions that used by them in Twitter. The writer will use the theory of word formation by Yule (2010). Then, she will investigate the criteria of register theory proposed by Jassem (2013). Hence, the writer uses theory of Halliday (1985) in order to identify the function of register used in online booking prostitution.