CHAPTER 1

INTRODUCTION

1.1. Background of Study

Human being is created as social creature as well as individual one. As human being, people use language to accomplish what they want to do or what they want to feel. Language is system of sounds, words, etc. Used by human to comunicate thought and feeling. While as a social creature, people need to interact with others. To interact with the society, people need language as a media for comunication with society. Language is part of human that cannot be separated. It means that language is a tool of communication between individual and society (Boey, 1975:3). Language and society are things which cannot be separated because both of them are related to each other since relationship with other aspects of human social behaviour.

(Boey, 1973:3) says that language is a social phenomenon. It is a mean of communication among individuals. It also bring them into a relationship with their environment. As a social phenomenon, language is the most powerfull medium of communication.

In communication, we cannot only depend on the literal meaning of the sentence but also concern the context, where the conversation taking place and with whom people communicate. People will be easier to understand each other when they know the language that is used by the community. On the other hand

they will get some diffilcutiess in talking one to another in a certain community without recognizing the language used by the members of the community at first.

Studying a language, according to Linda and Shan Wareing (1999:14), is important. They also believe that when studying a language we are able to learn about how society is structured. Language has important part of human being because language can build social relationship with others. Without language we as human will not be able to understand or to describe something or to present our feeling to society.

The study of sociolinguistics is to study the relationship between language and society. Specifically in explaining why we speak diffrently in different social context and concerned with identifying the social function of language and the way it is used to convey social meaning (Holmes, 1992:1). It implicity explains that there is a connection between social groups as the users of the language and the language itself as the way of they communicate to each other.

There are many communities in our society such as art community, photography community, nature lover community and many more. Saville-Troike (1989:18) says that community is any group within the society which has anything significant in common (including religion, ethnic, city, race, age, deafness, sexual orientation, or occupation but not eye color or height). Each group or community has characteristics and different languages. They have an agreement to share specific vocabulary and it can only be understood by the member of the community who is called as a register. Usually, the usage of their language is to

make communication simpler and easier when they performing duties. Besides the usage of their language indicates that their communities exist in society.

According to Wardaugh (1977:162), register is the particular vocabulary choices made by an individual or a group to fulfill the variety of language function that add up to communication. It is also supported by Trudgill (1983:101) who says that language that are linked with occupation, profession, or topic have been termed as register.

In large fields there are many implementation of register language used to convey specific terms to people. Not only in the daily conversation, as well as in literary work such as novel, poem, drama, journal, etc. In the midle of 2003 Nia Dinata as well known Indonesian director realese her new movie called Downy Runway Dreams. This movie tells about three women in fashion industry had to realize their own dreams.

Language used by people in Fashion Industry seems to use a register because it has different variety from others and has particular characteristics used only by them who involved on that job such as: Designer, staff, worker, model, magazine editor, and many more that connected with fashion industry. According to Holmes (1992:276), register is the term that describes the language of group of people with common interest or job. Moreover, the use of the term register more narrowly to describe the specific vocabulary associated with different occupational group.

They have several words which are often used when they talk among the members. These following conversations are a few data that shows the use of register:

Desmond   : All I ask you a **big bow**, where is my **big bow**, where?
Naira   : Tapi pak seingat saya Bapak kemarin mintanya **corsage** pak. **Sketches** yang ini pak.

This conversation is between two people in the work place talking about the dress that still on progress. This conversation is done by Desmond as designer and Naira as his assistant. That is way they use formal term in their conversation. Desmond conversation mostly using english language but Naira using several language, Indonesia and English. It is because Desmond as designer has more capability in his knowledge about fashion than Naira. In the conversation above Desmond ask Naira for add **big bow**, but she refused because from the Desmond's **sketches** he only put **corsage.**

There are three registers used in the conversation that is **big bow, corsage, sketches. Big bow** here refers to big ribbon acctually add in women dress for ornament. Then for **corsage** refers to a small bouquet of flowers worn on a woman's dress or worn around her wrist. The last is **sketches,** this term is refers to hand drawing to record an idea, image, or principle.

Related with language society as Chaika (1982:1) states that language and society are also intertwined that can understood by encoder and decoder. Therefore many actor and actress in that movie used register in their conversation.

The writer chooses this study because he thinks the variety of language is unique to be analyzed. The language has its own characteristic which is different

from other jobs. In addition, the language cannot change to become other variety because it makes the languages more difficult to understand. Based on the phenomnena above, this study intends to investigate the registers used by characters in Downy Runway Dreams.

1.2. Statement of the problem

Based on the background of the study mentioned before, this research aimed to answer the following research problem:

1. What are registers used by the character in "Downy Runway Dreams"?
2. What are the factors influenced the use of register used by the characters in "Downy Runway Dreams"?

1.3. Purpose of the Study

In accordance with the study and the research questions, this study is intended to:

1. To find out registers commonly used by the characters in "Downy Runway Dreams"
2. To describe the reason why they use registers.

1.4. Significance of the Study

By doing this analysis, the writer hopes that the result of the study will be useful to enrich our knowledge in register. The writer expects the readers be able

to understand more about register. This analysis of study is also expected to give the readers a better understanding in sociolinguistics.

1.5. Scope and Limitation

The study focuses on the use of register in the conversation among the characters in Downy Runway Dreams, the writer only takes conversation in Downy Runway Dreams that used registers.

1.6. Definition of Key Term

To avoids misunderstanding, it is necessary to explain the following key-term used in this study.

- **Language Variation**

    Languages are varied. The varieties are determined by time, place, socioculture, situation, and medium. Therefore, we know the term like dialect (variety seen from region point of view), sociolect (variety seen from socio cultural point of view), chronolect (variety seen from the tempiral point of view), and so on. (kridalaksana, 1981:12).

- **Register**

    The term that describes the language of group of people with common interest or jobs, or the language used in situations associated with such group. (Holmes, 1992:276).

- **Downy Runway Dreams**

    Downy Runway Dreams tells about Mikaela, Jelita, and Naira, three people with varying complexity and dynamics of each other works behind the glamour, luxury, charm and beauty of the fashion world. All of them have different dreams but related each other which makes them to fight for his dreams.