

CHAPTER II

REVIEW OF RELATED LITERATURE

2.1 Theoretical Framework

In this chapter, the writer presents some theories concerned with the discussion and the review of the previous study. In order to understand the study, the theory is very important to support and analyze the conversation by the characters. The theories are taken from books and journals. the theories consist of

The theories are useful as guideline to explain the problem of this study.

2.1.1 Language and Society

Chaika (1982:1) states that language and society are also intertwined that is impossible to understand one without the other. In their interaction by using language in society, men and woman make groups or smaller society. This community has different idea, education religion, social and economic.

According to smith (1968: 350) language is something to be learned, shared and it is spoken through an arbitrary system at vocal symbol through human being in the same speech community on in the subculture interact and hence common experience and expectations. It is seen as a means through which interaction human being takes place. Moreover language is system of human culture and it is most important system for communication.

All of those statements are also supported by Nasr (1980:1) that language is part of culture as human behaviour. Language is acquired habit of systematic

vocal activities representation meaning come from human experience because language and society may influenced each other.

2.1.2 Language Varieties

Language variety is a sociolinguistics term referring in language in the context. A variety is a set of linguistics used under specific social circumstances and variety is therefore a board term which include different linguistic style, accents, dialect, and even different language that contrast each other for social reason. It has proved a very useful sociolinguistic term because it is linguistically neutral and cover all the different social context (Janet Holmes, 1990:9).

Every society has certain language depending on their area and occupation. Examining the way people use language in different social context provide a wealth of information about the way language works as well as about the social relationship in a community.

In any community the distinguishable varieties or code which are available for use in different social context, from a kind of repertoire of available options. In other words every community there is a range of varieties from which people select according to the context in they are communicateing.

Kridalaksana (1965:12) states that language is varied, the varieties are determined by the time place socio culture. Therefore we know the term like dialect is a variety seen from the region point of view. While Fishman (1972:12) says that variety can be seen from region point of view (dialect), from the function point of view (register), and from social point of view (sociolect).

In this case, social norms take role in one of language choice. In one situation the speaker may be appropriate to use low language. This accordance with what Gumpers state, he state that social norms of language choice community (Gumperz in Giglious, Language in Social Context 1972:27).

While the main function of use this language as an interaction by one person to the other for more understable and easier when they use certain variety. The language used by worker in one occupationis different from language used by another occupation field.

In relation to language and social context, Holmes (1992:12) claims that in any situations, linguistisc choices will generally reflect the influence of social factor that cover:

1. The participant

The participants are the people who get involved in the discourse (who is speaking to whom)

2. The setting or social context of the interaction.

The setting or social context is the place where and when people talk to each other.

3. The topic

What is being talk about.

4. The function

The fourth social factor is function that defined as the purpose of interaction.

These social factors are important to describing and analyzing all kind of social interaction, they are basic components in sociolinguistic explanation of why we don't all speak in the same way of the time.

2.1.3 Register

People use a language as activities that can be related with their jobs where that is understood by the people who work in the same place. Trudgill (1984:101) claims that the register is a linguistics variety to occupations, profession, or topics, that mean the community have different language. For example photographer have own language that different with Architect.

Register is the style, which is associated with particular language occasion (Chaika, 1983:30). The term register describes the language of group people with common interest or jobs other language used in situations associated with such groups.

The specialized registers of occupational groups develop initially from the desire quick, efficient, and precise communication between people who share experience, knowledge and skills. Journalist, politicians, carpenters, dentist or doctor, sport commentators, the language of airline pilots, criminals, could all be considered examples of different registers (Holmes, 1990:276).

There are register connected with occupation. This kind of language is used to make communication easier with another partner in jobs. When someone works at certain place, at hotel, insurance staff, bank, boutique, or another group occupation have their own language. People in a particular profession may develop language characteristic that differentiates from others.

2.1.4 Factors Influence Register

1. Social Setting

Setting refers to when and where communications take place. (Biber, 1994:43) Identified setting with particular context of use or domain. He distinguished six primary domains: business and workplace, education and academy, government and legal, religious, art and entertainment, and domestics or personal.

2. Situation and purpose

The definition of register as being a general cover term for all language varieties associated with situation and purposes (Biber, 1994:32). The communicative characteristics of participants involved in the situation taking place must be taken into consideration, such as: addresser(s), addressee(s), the relationship between them, etc. another factor important in differentiating among register is the different purpose, intents, and goals of the addressor. As for purpose, Biber characterizes it along for parameters: persuade or sale, transfer information, entertain, and reveal self.

3. Addressor and Addressee

The type of addressee determines what register will be used. This change in register when the speaker shifts his or her register to match the context. This situation occurs naturally in the speech of most people and happens quickly.

4. Topic

Last of factors influence register is the topic or subject being discussed whether popular, generalized, or specialized needs to be more considerate. If the subject is specialized, it must be note accordingly, science, finance, politic, sport, and many more (Biber, 1994:32).

2.1.5 Lexical Categories

Almost all languages have the lexical categories noun and verb, but beyond these there are significant variations in different languages (Kroger, 2005:35). But beyond that there is a significant range of difference among languages. In grammar, a part of speech also a word class, a lexical class, or a lexical category is a linguistic category of words, which is generally defined by the syntactic or morphological behavior of the lexical item in question. Common linguistic categories include noun and verb, among others.

The four main parts of speech in English, namely nouns, verbs, adjectives and adverbs, are labeled form classes as well. This is because prototypical members of each class share the ability to change their form by accepting derivational or inflectional morphemes. The term form is used because it refers literally to the similarities in shape of the word in its pronunciation and spelling for each part of speech (Klammer. 2009:39).

In this research the writer divide the lexical categories into word and phrase. Word categories contains with verb, noun, adjective and adverb. Then phrases categories contain with noun phrase and verb phrase.

2.2 Review of Related Studies

1. Nurul Qomariyah (2005). She studied the register used by goldsmith in Giri, Gresik. There are two problems: first, what registers are characteristically used by goldsmiths in Giri, Gresik and second, what social context is responsible for the use of the language. This study is descriptive qualitative design, the second methods used in collecting and obtaining the data are observation and interview. There are several steps that the writer do to conduct her research, those are data transcribing (the data will be transcribed from the recorder in to the form of words), data identifying, data classifying, and summarizing, and data analyzing. For the data source, the writer used interview with some of the informants and notes of the registers used by the goldsmith in Giri, Gresik. After doing her analysis she finds that the registers used by the goldsmiths are not all in Javanese words. There are some words borrowed from Indonesia language, for example: cairan hijau, tangki bensin, or even in English language such as slipper (clipper), compressor, ammer (hammer), etc. The social context used in the goldsmiths community based on the social context purposed in theory of ethnography of speaking by Hymes, which classified into easily acronym S-P-E-A-K-I-N-G, means S = setting, P = participant, E = ends, A = act sequence, K = key, I = instrument, N = norm of interaction, G = genre.
2. Josaphat Made Suhardiman (2006) studied the register used by broadcast and video production crews in South Surabaya. There are two problems: first, what registers are characteristically used by goldsmith in Giri, Gresik

and second, what social context is responsible for the use of the register. This study is descriptive qualitative design, the method used in collecting and obtaining the data are observation. There are several steps that the writer do to conduct her research, those are transcribing (the data will be transcribed from the recorder in to the words), data identifying, data classifying, and data summarizing. To conduct the interview the writer arranging the interview guide and asking the informan about the question concerning with the register used by these community. There are some words which are from ndonesian language, such as: *tembak langsung*, *efek transisi*, or even in javanesse language, for example: *awakmu steady nang kene*, *suarane ngeground*. There are four factor that influence in what circumstances of register usage by the video broadcasting crew community: the participant, topic of conversation, situation and the function of conversation.

Most of the previous studies have same object of the study which are focused on register used, the social context when using the register and the reason of using the register based on their community. Based on the definition of register that describes the language for a particular purpose and setting, so this study is made of the analysis, there are differences in object of the study. In this case the fashion industry in Downy Runway Dreams.