

**AN ANALYSIS OF REGISTER**  
**“GRAPHIC DESIGNER AND DIGITAL PRINTING TERMS”**  
**USED IN DIGITAL PRINTING**

**THESIS**



Submitted as Partial Fulfillment of the Requirements for the Sarjana Degree of  
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## ABSTRACT

Novarianti, Nurliyah Eka. 2014. *An Analysis of Register "Graphic Designer and Digital Printing Terms" Used in Digital Printing*. English Department, Faculty of Letters and Humanities. State Islamic University of Sunan Ampel Surabaya.

The Advisor : Dr. H. Dzo'ul Milal, M. Pd.

Register can be described as the language of groups of people with common interests or jobs, or the language used in situations associated with such groups. That's why when people talk to others who have the same jobs, environment or activities; they will use the same register. Thus, when the staff and the director have some conversation, the register and language used will be different with the conversation happened by staff and customer. This is a study that focused on finding out the types and situational factor of register used in *PT Inspirasi Bangun Mandiri Digital Printing Surabaya as the exemplified of Digital Printing company*. This research aimed to analyze what kind of register found and the situational factor of the register used. Using qualitative method and descriptive analysis approach the thesis writer used herself as the observer and the key instrument of the data taken from *PT Inspirasi Bangun Mandiri*. The writer classified the data in to written data including email and offering letter and oral data appeared as conversation which is classified into the conversation between staff to customer, staff to staff, and staff to director. In data analysis, the writer found two kind of register appeared as Graphic Designer and Digital Printing term both in written and oral data. Each types of the register found whether Graphic Design term or Digital Printing term have their own situational factor behind the using of the term based on field, tenor, and mode of the data. The thesis writer found the field of data is the specialized ones; the tenor is kind of Formal, Consultative, and Casual language in either written or oral data; the mode itself is written as viewed in email and offering letter and spoken as in oral data. Later, the thesis writer suggest the other researcher who may conduct the research using the same field, register but in a different subject places or different way and point of view of analyzing the data.

Key words: *Register, Situational Factors, Term, Graphic Design, Digital Printing, PT Inspirasi Bangun Mandiri*

## INTISARI

Novarianti, Nurliyah Eka. 2014. Analisa Register “Istilah Desain Grafis dan Digital Printing” yang Dipakai di Perusahaan Digital Printing. Sastra Inggris, Fakultas Adab dan Humaniora. UIN Sunan Ampel Surabaya.

Dosen Pembimbing : Dr. H. Dzo’ul Milal, M. Pd.

Register dapat dideskripsikan sebagai bahasa yang digunakan oleh sekelompok orang dengan pekerjaan dan hobi yang sama. Atau bahasa yang digunakan dalam situasi yang berhubungan dengan kelompok-kelompok tertentu. Oleh karena itu ketika seseorang berbicara dengan orang lain yang dengan pekerjaan, lingkungan dan aktifitas yang sama, mereka akan menggunakan register yang sama. Jadi, ketika staff dan direktur melakukan pembicaraan, bahasa dan register yang mereka gunakan juga akan berbeda dengan pembicaraan antara staff dengan pelanggan. Ini adalah kajian yang focus kepada Penemuan macam-macam register dan factor-faktor situasi dari register yang dipakai di *PT Inspirasi Bangun Mandiri Digital Printing Surabaya* sebagai perwakilan dari perusahaan Digital Printing. Kajian ini bertujuan untuk menganalisa macam register dan faktor situasi dengan menggunakan metode kualitatif dan pendekatan analisa secara deskriptif. Penulis sebagai peneliti kajian sendiri yang mengamati dan menganalisa data yang diambil dari *PT Inspirasi Bangun Mandiri*. Penulis mengelompokkan data menjadi data tulis terdiri dari *email* dan surat penawaran serta data data lisan berupa percakapan staff dan boss, staff dan staff, serta staff dan pelanggan. Di data Istilah, penulis menemukan macam register berupa istilah seperti desain grafis dan digital printing. Tiap-tiap tipe dari istilah desain grafis dan digital printing memiliki analisa factor situasi yang berbeda dalam penggunaan register berdasarkan tiga parameter seperti, *field*, *tenor* and *mode*. Penulis menemukan bahwa *field* data kebanyakan menggunakan pengetahuan special, *tenor* muncul sebagai bahasa Formal, Consultative, and Casual baik data tertulis maupun data lisan; *mode* nya berupa bahasa tertulis untuk data *email* dan surat penawaran dan bahasa percakapan untuk data lisan. Selanjutnya, penulis menyarankan kepada penulis lain untuk melakukan penelitian di bidang yang sama, namun dengan teori dan cara yang berbeda dengan yang sudah diteliti oleh penulis.

Kata kunci : *Register, Faktor-Faktor Situasi, Istilah, Desain Grafis, Digital Printing, PT Inspirasi Bangun Mandiri*



## **CHAPTER I**

### **INTRODUCTION**

This part presents the reasons that attract the writer's attention to do her research and the focus of her research. It consists of background of the study, statement of the problems, objective of the study, significance of the study, scope and limitation of the study and definition of key terms.

#### **1.1 Background of the Study**

Language is an important tool for human being to communicate each other. Language and society have a close relationship, whereas by using language, people will be able to communicate in order to create their interactions with others in their social life. Through communication, people may share their minds, ideas, thoughts, and intentions. They deliver their messages to others through language. digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id This is as suggested by Wardaugh (1992:8) who states that "Language allows people to say things to each other and express communicative needs". In short, language is constantly used by human in their daily life as a means of communication.

Language as communication tool will be found everywhere and across culture. Therefore every place has its own characteristics on their language. As communication tool all over the world, language has its own variation. Every place which is occupied by so many people has its own language to communicate. The way people speak their language depends on when, where and with whom they speak their languages to. Underlying the statement before, communication

between people will happen continuously as long as people as social creature do the interaction in their daily life. Communication happens in all social sites, such as the school, house, office, market and etc.

Communication also happens in social life in the scale of business and office environment. Mentioned, Digital Printing Business, as the service company provides service in printing and graphic design. Digital Printing Company has so many kinds of language and term about printing and other languages as the impact of the language variety used by the people involved in the company in order to communicate in their daily business life.

As for the representation of the Digital Printing Company, here in this research the thesis writer used PT Inspirasi Bangun Mandiri Digital Printing Surabaya as the research subject that exemplified one of the social phenomena as the impact of language variety that is called register. The phenomenon of register

will be represented by the people involved in the research subject, PT IBM. PT IBM is one of the digital printing companies located in Siwalankerto, Surabaya. As service company, the most common form of communication in business and office environment can be mentioned, for instance, the conversation between the staff, the customer and even the director of the company. The way each person communicates in Digital Printing Company is different, whether it is staff with staff, staff with customer, customer with director or staff with director. When it comes to the communication of staff with staff, it may be different with other people involved in the company. For instance, when the staff talks to the customer, they will convey the information of their products and services by using

appropriate and effective language. By using appropriate and effective languages the customers will get impression of the product or service the company's offer, and then they will decide to buy their products or using the company's service. Moreover, as a service company, Digital Printing Company should use the appropriate languages to communicate with customers, have the printing term to communicate with the staff and have appropriate language to communicate with the director.

Language cannot be separated from the speaker. It is supported by the statement that mentions that *"no human being talks the same way all the time.... At the very least, a variety of registers and styles is used and encountered"* (Hymes in Biber, 1984:44). The phenomenon of the different language used by each people to communicate in their social life is called language variety. According to Halliday (1989:44), there are two main types of variation in language, those are social and functional. Thus, can be explained as, dialect which is characterized by social or regional variation and register which is concerned about the functional variation. Shortly, register can be brief as the general term while dialect is the specific one. Again, Halliday (1990:41) added register focuses on the "variety according to the use of language". Shortly, in register there is a close relationship between language and the context of situation.

As set of vocabulary used by an individual, group or community, register has its own characteristic depending on what group of people register being used. As for the research subject which the thesis writer takes, here she used

all the people involved in PT Inspirasi Bangun Mandiri Digital Printing Surabaya as her research subject.

Since register is the variety of language used by each people with common interest or job, language, the speaker of the register language is also influenced by its factors. Therefore register which is uttered by speaker depends on the certain situation of the social community, so here; situational factors have its own importance. In the component of situational factor, the analysis of it can be through the factors which consist of setting of place, setting of time, various events, physical environment etc. Moreover, according to Fishman in Chaer & Agustina (2004:4), the situational factors are *who speak what variety of what language to whom, when and concerning what*. Expanded to Chaer statements, Halliday in Wikipedia (1985) suggested to analyze the situational factor underlying the used of register, he began to develop his influential framework in analyzing the context of situation by these three parameters; FIELD: what the language is being used to talk about; TENOR: the role relationships between the interactants; and MODE: the role language is playing in the interaction.

The last but not least, based on the phenomenon explained above, the research which is conducted by the thesis writer is about An Analysis of Register “Graphic Designer and Digital Printing Terms” Used in Digital Printing, whereas in this case represented by the place of the research the thesis writer take.

The data that divided into two types, oral and written were include all the people including staff, director and customer involved in the company counted by the date of the research data which the thesis writer been taken. Hence, the



thesis writer analyzed the register based on the types of register and the situational factors used by the research subject. The thesis writer analyzed each types of the register by identifying the situational factor underlying the register used.

In analyzing the situational factor of each types of the register, the thesis writer used the theory from Halliday who analyzed the situational factor of register underlying by three parameters; *field, tenor and mode*. Beside using the underlying theory by Halliday, the thesis writer also added the theory from Martin Joos who defined what language used to talk about in tenor parameters proposed by Halliday in conducting her research. Hence, by knowing the situational factor, the thesis writer will be able to represent what register, why and in what situation register happens and be done by the people involved in PT Inspirasi Bangun Mandiri Digital Printing Surabaya.

## **1.2 Statement of the Problem**

- a. What kinds of register used in PT Inspirasi Bangun Mandiri Digital Printing Surabaya?
- b. What are the situational factors (Field, Tenor, Mode) underlying the Registers used in PT Inspirasi Bangun Mandiri Digital Printing Surabaya?

## **1.3 Objective of the Study**

This research is intended to:

1. Describe the types of register used by PT Inspirasi Bangun Mandiri Digital Printing.

2. Describe the situational factors underlying each type of the registers used found in PT. Inspirasi Bangun Mandiri Digital Printing

#### **1.4 Significance of the Study**

The thesis writer hopes that the result of this research will be beneficial both academically and practically. In the side of academic, the thesis writer hopes this research can be used as an additional reference for discussion in sociolinguistics study about register phenomenon as the impact of the language variety; especially for the English Department's Student of UIN Sunan Ampel Surabaya. In the side of practical, since register is the broad term, the thesis writer hopes this research can stimulate other researchers to conduct the same phenomenon on their research and to analyze register in different way of analyzing.

The last, the thesis writer hopes that after conducting this research, the reader will be aware that every place in this social life, whether it is in the business environment as the subject of the research which is conducted by the thesis writer or the others environment, always tends to use their own language to communicate with their society. As for the research that is done by the thesis writer, it implies that conversation can happen between the staff, the customer and even the director of the company such as in the PT Inspirasi Bangun Mandiri Digital Printing Surabaya. The variation of language which is used here is one of the phenomena as an example of language variety. By conducting this research the thesis writer hopes that the reader will understand about what types of register and

how the situational factors that underlie each types of the register which happen in the company mentioned.

### **1.5 Scope and Limitation**

Since the data which the thesis writer takes is written and oral data, the thesis writer will focus on the offering letter and email done by the research subject. And for the oral data, the thesis writer will focus on the recorded conversation including the utterances of the staff with staff, staff with customer, staff with director and director with customer.

The emphasis of the study is to find the types of register used by those people mentioned and to analyze the situational factors in each types of register. By knowing the types of register, the thesis writer will classify it then analyze it through the situational factor. After knowing the situational factor, the thesis writer will try to present what register, why and in what situation register occur in the conversation in PT Inspirasi Bangun Mandiri.

The researcher takes the data in two form, written script and oral data. The written script data were taken from the emails and the offering letters of the company and the oral data were taken from the observation the thesis writer has done by recording the conversations done by each people involved in the company such as staff, customer and director who use register in their utterances. Hence, all of the data as mentioned above are taken from PT Inspirasi Bangun Mandiri Digital Printing Surabaya.

## 1.6 Definition of Key Terms

1. Sociolinguistic is the study of the characteristics of languages varieties, the characteristics of their function, the characteristics of their speakers in the interaction within a speech community. (*J.A Fishman in Chaer, 1995:4*)
2. Language Variety: Set of linguistic items with similar social distribution because what makes one variety of language different from another is the linguistic items. (*Hudson in Yetty, 1996:22*)
3. Register: Language used by group of people with common job or interest. (*Crystal 1991*).
4. Digital Printing. In a general sense, digital printing refers to printing processes in which the information is transferred from the computer directly onto the paper, without need for film and printing plates. It links color printing technology with the printing press of mechanical system (*The Glossary of Printing Terms by Heidelberger Druck maschinen AG, 2003*)
5. PT Inspirasi Bangun Mandiri: One of the Digital Printing Company in Surabaya City built around the year of 1990 under the name PT Niconeon Indonesia, but due to the law ownership the company's name changes to PT Inspirasi Bangun Mandiri in 2005. ([www.inspirasibangunmandiri.com](http://www.inspirasibangunmandiri.com))



## **CHAPTER II**

### **LITERATURE REVIEW**

This part presents the theories which the thesis writer used to analyze the data; the explanation about the research subject which that is related to the thesis and also the related studies which closely similar to the topic of analysis in this research.

#### **2.1 Theoretical Framework**

##### **2.1.1 Sociolinguistics**

In social life, people as social being need to build up interactions with another. In their interaction, they use languages as their communication tools. That is why language, which is the most important tool in the communication, hugely becomes the most important thing that everyone has to master. With language, people will be able to have interactions with others in their social life. Thus, the relation between language and society is really huge. When we talk about sociolinguistics, the two terms, society and language, could not be separated. Holmes (2001:1) stated, sociolinguistics is the study which is concerned about the relationship between language and the context in which is used.

Talking about the terms of sociolinguistic, there are so many sociolinguists that state their thoughts about it. Expanded from Holmes' statement before, one of the linguists, J.A Fishman in Chaer (1995:4) also defined the term of sociolinguistic as the study of the characteristics of

languages varieties, the characteristics of their function, and the characteristics of their speakers as these three constantly interact, change and change one another within a speech community.

Based on Fishman's and Holmes' statement explained before, those conclude that sociolinguistic is the study that emphasizes on the varieties of the language in society and its function as communication tool in the society.

### **2.1.2 Language Variety**

As communication tool all over the world, language has its variation. Every people have their own language to communicate that depends on when, where and with whom they speak to. Communication between people happens continuously as long as people as social being do the interaction in their daily life. Communication will happen in social life whether at School, House, Office, Market etc. That is why each event, situation and place has their own language variation to speak to the people involved in it.

The phenomena of those mentioned above can be called as language variety. Language variation is the main concern in the study of sociolinguistic. Kridalaksana in Chaer and Agustina, (1995:80) also defined that sociolinguistics is an attempts to elaborate characteristics of language varieties and determines the correlation of characteristics towards those of the social community. Based on the Kridalaksana statement, the thesis writer underlines that language variety depends on the social community.

Every social community has members who have their own languages. Thus, variety of language not only depends on the user but also on

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the use of the language. It is supported by Halliday who defined language variety into “variety of language according to the user” called dialect and “variety according to use” called register. To make it clear, Holmes in Chaer (1995:85) stated that language variety is one wide term, which includes different accents, different dialect and even different language which contrasts with each other in social reason. In addition Hudson (1993:51) states that “one man’s dialect is another man’s register. Linguistic features which are part of one speaker’s dialect might belong to a specific register for another speaker. Hence, register is the general term and dialect is the specific one.

### 2.1.3 Register

In sociolinguistics, the term register refers to specific lexical and grammatical choices as made by speakers depending on the situational context, the participants of a conversation and the function of the language in the digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id discourse. Meanwhile, Biber in his corpus-based approach to English grammar (1999) considers also four major registers: conversation, fiction, newspaper language, and academic prose.

In very wide range, register as the impact of language variety happens everywhere in people’s daily life depending on what, where and when the situation they are in. It is since the members of the society have different background and activities, there are also some different languages they use. For instance, the language of photographer community is different with the language used by the Harbor workers. It can be seen through this example:

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### 1. Register of Photographer Community

A: Aku kog lali yo Wan, yaopo carane nggawe *efek blur*?  
*(Do you remember how to make blur effect?)*

B: Gampang lah Dou! Lak yo karek ngatur *diaphragme* ae toh.  
*(That's easy Dou! Just set up the diaphragm then)*

### 2. Register of Harbor workers

A: Ojok lali *Amprah Buruh* kanggo kapal barang  
*(Do not forget to Amprah Buruh for Kapal Barang)*

B: Yo gak usah kuwatir, Pirang *geng*?  
*(Ok, do not worry. How many geng?)*

A: Sak *geng* ae.  
*(One geng only)*

*(Source: Sociolinguistic Handbook by Murni Fidiyanti)*

Each of them has its own characteristics which later are called register. It clearly shows that every people in certain situation with their own community will speak different languages which make their language community different with the others and others may not understand what they speak unless they observed the language that they use or directly being involved in their community.

As one of kinds of language variety, register which is being used in certain situation has its own characteristic. Hence, register of each social community depends on the member and the society. Since the members of the society have different background and activities, there will also be the use of languages that makes them different from the another social community. Each register they use is different depending on the types, with whom, when and where the register being used.



The types of the register have been widely explained by the sociolinguists. Mention, Halliday for instance, he makes classifications which recognize registers as the following (among others): newspaper headlines, church services, sports commentaries, pop songs, advertising and football. Nevertheless, Crystal and Davy then go on to present a taxonomy of named language varieties, including "the language of conversation," "the language of newspaper reporting," and "the language of legal documents," which look very much like what would otherwise be called registers.

#### 2.1.4 Situational Factors

As the phenomena of variety of language which depends on the use of language based on the certain situation, in register, language and speaker, without any doubt are influenced by its factor. The way people use the language will be influenced by with whom, where and when the language is used. The factor that influences the thesis writer is called the situational factor, since register is the way speaker utters different language in certain situation in their social community.

Situational factor of register can be analyzed through the factors which consist of Setting and Scene , Participants , Ends , Act Sequence, Key, Instrumentalities, Norms, Genre. That is as suggested by Dell Hymes (1974)<sup>1</sup>. According to Fishman in Chaer & Agustina (2004:4), the situational factors are *who speak what variety of what language to whom, when and concerning what*.

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<sup>1</sup> Hymes, Dell. Foundations of Sociolinguistics: An Ethnographic Approach. Philadelphia: U of Pennsylvania P, 1974.

The way Hymes and Fishman defined the situational factor which happens in the use of register is similar, it is just different in the term but the meaning and the methods to analyze is the same. Nevertheless, the different term in analyzing the situational factor in register is also suggested by Halliday in Wikipedia (1985). He expands Chaer's statement that to analyze from the situational aspect of register, he began to develop his influential framework for analyzing the context of situation by his suggested parameters. He organized the relevant situational features into a scheme of three aspects of context that affect language, those are FIELD: what the language is being used to talk about; TENOR: the role relationships between the interactants; and MODE: the role language is playing in the interaction. Briefly the simple example about those three parameters can be exemplified as:

**Example:** *"A recipe in a cook book"*

*Field* : cooking (ingredients or process of preparing food)

*Tenor* : expert writer to a learner, learner is beneficiary of the advice.

*Mode* : written, prepared. Text often read as part of process of cooking.

As mentioned before, since language is based on the situation in which it is used, to analyze register, the types of register and the factor involved in it are important. It is since register is language that people choose depending on the certain situation they are in. Hence, if someone is in particular situation he or she will make certain linguistic choices based on that situation.

In other words, the language people use needs to be appropriate to the situation in which they use it. Furthermore for the exact and clear explanation of the field, tenor and mode which are used in analyzing situational factor of register, Halliday (1985) explained:<sup>2</sup>

### 1. **Field: What language is being used to talk about**

Including:

The topic and the interactants or what kind of language used.

#### *a. The topic of discourse can be:*

- Specialized knowledge of the field  
(E.g. scientist writing for an academic journal);
- Common knowledge of the field  
(E.g. the readers of a newspaper article).

#### *b. The interactants or the language used:*

What language being used in this parameter is divided into five types, those are frozen, formal, consultative, casual and intimate. Kind of language as suggested by Martin Joos on his book *The Five Clock* (1967) can be explained as:

- ***Frozen Register*** is kind of language that remains fixed or unchanged. It is printed, unchanging language. For examples: The Bible, the Lord's Prayer, The Pledge of Allegiance, Laws, and Preamble to the US Constitution. In essence, it is language that does not require any feedback. **Example:**

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<sup>2</sup> A brief introduction to register theory: A Journal from London *Written Texts* Routledge website

*"All visitors are invited to proceed upstairs immediately."*

- **Formal or Academic Register**, can be defined as language used in one way communication which has no interruptions when it is uttered, it is also used in impersonal, formal settings to show respect to the listener. For instance, language which is used for introductions between strangers (people whom never met before), language used in rhetorical statements and questions or announcements, it also can be the language used as the standard language for work, school, public offices and business settings or used for interviews, academic language in classroom (lectures, instruction—mini-lessons), public speaking. In other words, the language used is often of a standard variety. **Example:**

*"Would everyone please proceed upstairs at once?"*

- **Consultative Register** is language used for the purpose of seeking assistance as is suggested by the word 'consult'. It also describes the language used between a superior and subordinate. The language dynamism between lawyer and client, doctor and patient, employer and employee and teacher and student are examples of this type of register. **Example:**

*"Would you all please go upstairs right away?"*

- **Casual (Informal) Register** is language used between friends. It is often very relaxed and focused on just getting the information out. Slangs are quite often used in these instances. **Example:**



*"Come on upstairs now."*

- ***Intimate Register*** is language used between persons who share a close relationship or bond. This register would take into account of certain terms of endearment, slangs or expressions whose meaning is shared with a small subset of people. For example lovers having special terms of endearment, mothers giving pet names to their children based on some character trait and best friends formulating slangs based on some shared past experience. **Example:**

*"Come bebz? Move forward?"*

## 2. **Tenor: The role relationships between the interactants**

Cate Poynton (1985) in Eggins, and Eggins (1994) break down tenor into three elements; power, affective involvement, and contact. The relationship between the interactants is defined as: Power (Equal/ Unequal), Contact

(Frequent/ Infrequent) and Affective involvement (High/ Low).

### a. ***Status/ Power*** (ranging from equal to unequal )

The Power Relation defined by

1. Unequal : Father/ Daughter, Doctor/ Patient  
Teacher/ Student, Boss/ Staff
2. Equal : Friend/ Friend, Student/ Student

### b. ***Affective involvement***

It is the emotional relationship between the interactants in a particular situation. The affective involvement is either high or low.

1. High affective involvement as with friends/family members
2. Low affective involvement as with business clients)

c. *Contact* (ranging from frequent to occasional)

1. Frequent : People whom you frequently meet
2. Occasional : people whom you rarely meet with on the street

Poynton in Noeris (2011) defined the Tenor in speech or conversation by categorizing the power relation, closeness of the relationship and the background knowledge of the people involved in the conversation.

- Power Relation in Speech of Conversation can be:

1. The less powerful the speaker is, the less interrupt happens. But the more powerful the speaker is, the more interrupt happens.
2. The more powerful the speaker is, they will bring message that may contain a “command”, but the less powerful the speaker is, it merely contains a polite request.

- Closeness Relation ranging from Distant – Neutral – Close

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- Besides, the knowledge rules of the speaker are defined as:

1. The less knowledge that the listener has, the conversation will be kind of submissive question from the listener.
2. The more knowledge that the speaker has, it will be kind of answering the question from the listener.

### 3. Mode: the role language played in the interactional.

a. *Language can be:*

- Written (email, letter, text/ discourse)
- Spoken (speech or conversation)
- Written to be spoken (e.g. a political speech)
- Spoken to be written (e.g. recording script in subtitling)

*b. Language can be:*

- Spontaneous (e.g. conversation);
- Planned (e.g. a composition or article).

*c. The level of how intense or how language feedback is.* There can be the possibility of having:

- Immediate feedback (e.g. conversation);
- Rapid feedback (e.g. emails);
- Delayed feedback (e.g. letters).

## 2.2 Digital Printing

Pointed out about where the language is used, it is almost used everywhere, across cultures and everywhere on the certain place human will use it as the communication tool in their society. Communication between people will happen continuously as long as people as social being do the interaction in their daily life. Communication can happen, for instance in business and office environment such as Digital Printing Company.

Talking about Digital Printing, the term of it is really widely known as one of the development in technology. Digital Printing, according to the glossary of printing term refers to the printing processes using printing technology with the printing press' mechanical system to the service company which is served the service about printing.<sup>3</sup>

Underlying the statement before, Digital Printing Company as the company which provides service in printing also has so many kinds of language and term about printing and another register language in the case of the language

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<sup>3</sup> *The Glossary of Printing Terms is a service by Heidelberger Druck maschinen AG : 2003*

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variety used by the people involved in the company in order to communicate in their daily business life. The varieties of language in the case of Register may happen within the employer, customer and even the director.

### **2.3 PT Inspirasi Bangun Mandiri**

PT Inspirasi Bangun Mandiri, which is commonly called PT IBM. It is one of the service companies serving in digital printing and media promotion advertising stuff in Surabaya. Built around the year of 1990 under the name PT Niconeon Indonesia, this company changed its name due to the law ownership. The company's name is finally changed to PT Inspirasi Bangun Mandiri in 2005 until now.<sup>4</sup>

PT IBM as a service company, in order to serve good service to customers, will use appropriate language to maintain the loyalty to the customer.

The language which is used is differently used for employer with customer and employer with employer. For instance, when it comes to the conversation within employer and employer, the most common types of the register is about printing term, although within the employer and the customer may also use this register, but the most common language about printing term register is often done by the employer within employer.

The register also happens in conversation between the customer and director or director and employer. Sometimes they may utter the register about printing term, but the most common types of register found that they tend to use

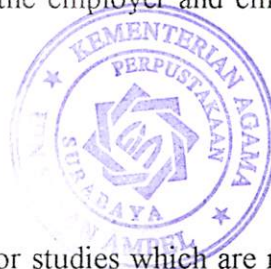
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<sup>4</sup> [www.inspirasibangunmandiri.com](http://www.inspirasibangunmandiri.com)

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the types of register based on the term used in the scale formal and informal. The scale of formal and informal also happens within the employer and employee in order to create the intimacy within team.



## 2.4 Related Studies

The thesis writer has studied many thesis or studies which are related to the topic of her thesis, in this case register. The thesis writer has found the previous studies with Register as the topic, but the theory which the author used is different. Whereas for that reason, the thesis writer will give two kinds of thesis as the comparison between the previous studies with the thesis she did.

### **A. Register Analysis In English Movie Advertisements of Www.21Cineplex.Com by Yetty Faridatul Ulfah, Student of Sebelas Maret University**

Yetty Faridatul Ulfah, presents three statements of problems in the thesis, they are: (1) what are the characteristics of linguistic factors, such as diction, language variety and figures of speech in the register of English movie advertisement of www.21-cineplex.com? (2) What are the characteristics of non-linguistic factors, such as the types of movie, in the register of English movie advertisement of www.21-cineplex.com? (3) How do both language variety and figures of speech characterize the register of English movie advertisement of www.21-cineplex.com?

The author concluded that both linguistic factor and situational factor has its own aim to reveal the characterization of register used by the movie advertisement. While in the linguistic factor, the author analyzed the diction,

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language varieties and component of speech in the movie advertisement and for the situational factor, the author used the types of movie to analyze non-linguistic factor in register. The author stated in the conclusion to the reader to conduct research in the same field as the author did, but in the different subject.

**B. Register of Children Street in Surakarta City by Memet Sudaryanto,  
Student of Sebelas Maret University**

Memet Sudaryanto conducted this research by two statement of problem, those are: (1) what are the characteristics in the using of register used by Children Street in Surakarta city, (2) What are the functions in the using of register used by Children Street in Surakarta city. Different with Yetty's thesis, Memet analyzed the register of language in a very simple way. Memet analyzed the characteristic of register such us the use of Javanese language in the scale of formal and informal style, then by knowing the function of using the language, the author knew why the children street used that formal and informal scale to communicate. He found that the most common language used is Javanese in the style of Ngoko. It is different with Yetty's thesis which mostly used English language in the subject research.

As the writer did the reviewed of both previous studies, here the thesis writer will try to take the different path from the two of them. Whereas here in her thesis, the thesis writer revealed the types of the register used in PT IBM and the situational factor of using of register. By knowing the situational factor of each types of register, the thesis writer will try to represent what register, why and in what way register happened in PT Inspirasi Bangun Mandiri.

## **CHAPTER III**

### **METHOD OF THE STUDY**

This part presents the research designs and describes the main areas such as the research approach, the source of data, data, data collection, instrument of data, and data analysis.

#### **3.1 Research Approach**

The method of this research that the thesis writer used is Qualitative research method and the approach is descriptive analysis approach. Why the thesis writer used that approach and method is that because in analyzing Register used in PT Inspirasi Bangun Mandiri Printing, the thesis writer focused on the description in the types which are being used and the characteristic of the situational factors in the using of register. The description of the study includes the oral data taken from the conversation uttered by the staff, customers and director and the written data taken from emails<sup>1</sup> and offering letters done and happened in PT Inspirasi Bangun Mandiri Digital Printing Surabaya.

#### **3.2 Source of Data**

The thesis writer took the data from the written script data and oral data. The written script data were taken from the emails and offering letters of the company-- whereas represented by the offering letter of the company to the customer or the other company-- and the oral data were taken from the research

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<sup>1</sup> [ibm.printing@yahoo.com](mailto:ibm.printing@yahoo.com)

subjects, including the staff, the customer and the director. Both written data and oral data were taken from PT Inspirasi Bangun Mandiri during the period from 30<sup>th</sup> September until 30<sup>th</sup> December.

### **3.4 Data**

The oral data and written data were both presented in sentences. Whereas in oral data the sentences were taken from the conversation which were uttered by the research subjects and also the written data taken from email and offering letter. The sentences are the ones which contain register. The finding about the data show the types of register into written and oral data which contains term of design and the unique language used by the research subject which is only understood by those people.

The register found such as term of design, digital printing and advertising also the language in formality scale used are presented as words, phrase or sentences that will be classified by each type under the three parameters; FIELD: what the language is being used to talk about; TENOR: the role relationships between the interactants; and MODE: the role language is playing in the interaction.

### **3.5 Data Collection**

In collecting the data for her analysis, about the written data, the thesis writer had observed and documented the data from 30<sup>th</sup> September until 30<sup>th</sup> December from emails and offering letters used or done by the company. The email data were taken from the company's email which the thesis writer collected



under the director's agreement, and she did the same with the offering letters. About the oral data itself, the thesis writer herself who did the observation and recorded the conversation containing register happened and done by staff, customers and director in PT Inspirasi Bangun Mandiri. The thesis writer used audio recorder in her mobile phone, then transcribed it by herself from the conversation between staff, customer and director.

### **3.6 Instrument of Data Collection**

The instrument of data to conduct the research is the thesis writer herself who has done this research. This research is entitled "An Analysis of Register used in PT Inspirasi Bangun Mandiri Digital Printing Surabaya". The thesis writer also involved herself as the part of the company, as the staff. She is the one who recorded every conversation by the subject mentioned using audio recorder in her mobile phone, then transcribed the recorded data.

The thesis writer has observed each day conversation counted by the date mentioned before. Then the thesis writer filtered those recorded data which she has taken and then transcribed it. The conversations recorded include the conversation design staff with customer, design staff with staff, staff with director, and customer with director. The data that the thesis writer observed and used to analyze those research subjects were taken from the conversation recorded for about four months started from 30<sup>th</sup> September until 30<sup>th</sup> December 2013. The recording process is rarely done for about third or fourth, depending on the intensity of the people involved on it whether the conversation rarely or often happened.

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The same case happens to the oral data. The written data were also taken from 30<sup>th</sup> September until 30<sup>th</sup> December from emails and offering letters. For written data, the thesis writer used the data of email by screen capping from PT IBM's email using internet connection, and for the offering letter, the thesis writer copied the data from her hard drive by herself under the approval of the company's Directors. The thesis writer documented the written data and classified it based on the registers contained.

### 3.7 Data Analysis

The thesis writer focused on the utterances of the conversations happened in PT Inspirasi Bangun Mandiri which were done by the research subjects, including the staff, the customer and the director. First, the thesis writer analyzed the types of register in the data by classifying the data into two types; written data and oral data. For the written script data, data were categorized into email and offering letter that mostly used register and for the oral data, the thesis writer herself was the one who observed, recorded, and transcribed then wrote it as conversation sentences which contained register in it. After finding and classifying the types of register happened, the thesis writer also identified the characteristic of situational factor for each types of the register found in the conversation or email and offering letter.

For analyzing the characteristic of situational type, the thesis writer analyzed it by using the theory from Halliday who stated that the situational factor is influenced by three parameters; FIELD: what the language is being used to talk

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about; TENOR: the role relationships between the interactants; and MODE: the role language is playing in the interaction.

In addition, to make deep understanding about the situational factor of each type, the thesis writer also used the supporting theory. Whereas she used the theory from Martin Joos, who defined what kind of the language used in register which narrowly take a part in the second parameter, *Tenor*. Joos classified the kind of register into frozen, formal, consultative, casual and intimate.

By knowing the situational factors underlying each type of register, in conducting her research she would be able to know and represent “when and in what way” the register happens in every conversation which is uttered by the subject of the research in PT Inspirasi Bangun Mandiri.

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## **CHAPTER IV**

### **FINDING AND DISCUSSION**

This part presents the answered section of the statement of problems in the research by finding and discussion. The presentation of analyzing the data will be shown by providing the data that divided into written data and oral data first and directly followed by the discussing of the data. Furthermore, this part will be divided into two parts, the founding of register types and the analysis of situational factors of register used in PT Inspirasi Bangun Mandiri Digital Printing Surabaya.

#### **4.1 The Founding of Register Types in PT Inspirasi Bangun Mandiri**

The language variety that found in PT Inspirasi Bangun Mandiri Digital Printing Company is register of graphic design's term, digital printing's term. The way those two terms used both in oral and written data are delivered by language that distinguishable by the scale of formal to informal which are used by the research subject that will explained to the next, analysis of situational factor.

Register of graphic design's term and digital printing's term occur both in written data including email and offering letter data and oral data includes recorded data done by the thesis writer. Those two terms are used by all people involved, but the understandings of each people about those terms are different. Mentioned, the graphic design's term which is used by the people involved, it is only some specific people who not only know but also understand the meaning of the term, and those specific people include the Designer's staff and the Printing

Staff. Sometimes the customer and directors often use the term but they merely do not even understand the exact meaning of the term.

Table 4.1 Types Register found showing in table.

Written Data	Oral Data
<p><b><u>Email Data</u></b></p> <p>❖ <b>Graphic Designer Term:</b> Corel Draw, PDF, Jpeg proportion, actual size, design</p> <p>❖ <b>Digital Printing Term:</b> Sticker, Banner Outdoor, Indoor Frontlite, Backlite, Billboard, Finishing, Mata Ayam, Doff Lamination, Neon Sign/ Led Sign, Led/ Neon Led, Acrylic</p>	<p>❖ <b>Graphic Designer Term:</b> Shadow, Blurred, Lined, PSD, Corel, AI, background, lace, font, Magenta, Group, Layer, Rotate, Portrait, Flatten Image, back-up, Margin, Media, Curve, Vector, Color media, CMYK Icc Profile</p> <p>❖ <b>Digital Printing Term:</b> Proof, Indoor, Backlite Setting, Ripping file, Acrylic, Letter, Neon Led, Tubbing, Outdoor Machine, Indoor Machine</p>
<p><b><u>Offering Letter Data</u></b></p> <p>❖ <b>Graphic Designer Term:</b> Print, Actual Size, Vector</p> <p>❖ <b>Digital Printing Term:</b> Digital Printing, Banner, Outdoor, Frontlite, Backlite, Double Side. Sticker One Way, Digital Proof/ Working proof,</p>	

The discoveries that exemplified as in the table above will be described in the analysis of register types meaning and situational factors after this ones. The data appeared as description for each type. Since the data are shown in the form of sentence, both written and oral data, the discoveries of the data are not only shown as one word or one phrase, but more than those types that have been found. It is because the data shown as sentence, whether in written data such as email and offering letter and oral data like recording data, sometimes contain more than one types of register found.

## **4.2 Analysis of the Register Type and Situational Factors of Register Used in PT Inspirasi Bangun Mandiri**

The register types found in the PT Inspirasi Bangun Mandiri as the writer mentioned before are register of graphic designs and digital printing. Based on those discoveries, the thesis writer described what terms types, meaning and the situational factor of register including both written and oral data for each types of graphic design and digital printing term used in PT Inspirasi Bangun Mandiri.

### **4.2.1 Written Data**

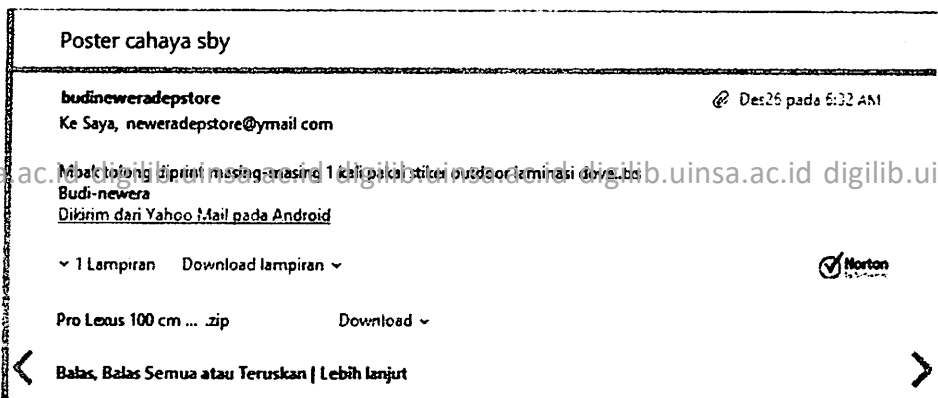
In this data, the data represent by email data and offering letter done by PT Inspirasi Bangun Mandiri. The analysis of the data will concern in the register term, meaning and the situational factor of using these three terms.

4.2.1.1 Data Taken From Email

The data which were taken from email sometimes consist of the offering service from the customer under individual’s name or company’s or agency’s names and the offering service or material which is sent by the other company. The data appear to be the service printing request by the customer whether new, old or relation of the company. Sometimes also contains pricelist and other request from PT Inspirasi Bangun Mandiri business clients.

The register found in the email may contain the term of graphic design, digital printing that contain the situational factor behind the using of register used by the sender of the email whereas the customer of the company.

1. Order Email from New Era



Translated:  
“Mbak, please **print** this out 1 piece for each using **doff lamination outdoor sticker**. Thanks. Budi-NewEra”

The email was delivered by New Era which was sent by their staff, Budi. The types of register found in the case of Graphic Design’s and Digital Printing term in this email are:

- a. **Sticker** is advertisement things which are generally printed in sticky paper in this email refers to the things Budi wanted to be print out.

- b. **Outdoor** is one of the types of printing product beside indoor, that is generally used for outside promotion. In this case, outdoor sticker which is used as outdoor promotion.
- c. **Laminasi Dove (Doff Lamination)** is one of the types of lamination beside glossy which make the printing product has no luster looks.

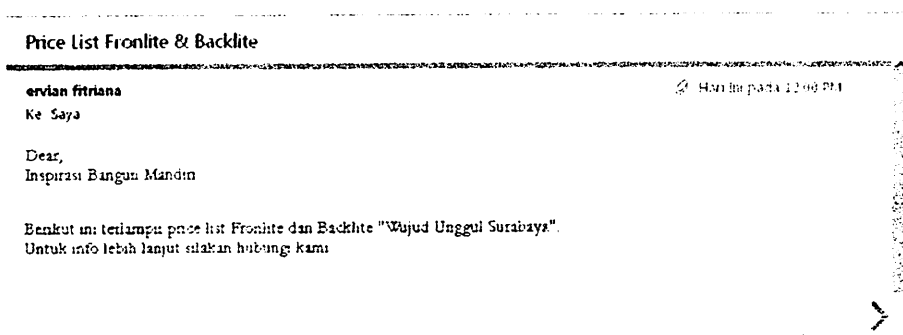
After knowing what kind of register which is represent by the terms above, the situational factors of the register used in the data above is in the case of field; the topic of the data is specialized knowledge data. It is since the email was sent to the company, and the addresser is the staffs who know what the terms used in the email. In this case, both customer and staff understand what terms those are and the meaning of those terms are. The interactants or the language used by the addresser is *Consultative Language*, because the language used in it has the purpose of seeking assistance; the customer asked for assistance to the service company to print out the data emailed.

The tenor or the relationship between the addressee and addresser is defined by the *status*. It is unequal power ranging from customer to company. The power relation between customers to the company is more powerful status which intends to make a polite request; the request asked for the services in printing sticker outdoor using doff lamination. The *affective involvement* here is low affective involvement within business client and the *contact* is kind of occasional case. The occasional interactions that happen in the email are kind of the formal ones. Since email sent by the customer to the service company is not intensively sent besides the customer who sent the email is not regular customer.



While the mode or the role of the language played is written in the form of email data. The language used to compose is a planned language, since the customer need to think first what he is going to write. The level of language feedback is rapid. Since it was offering order by email, so the feedback he gets from the company is rapid and directly replied after the staff open his email.

## 2. Price List Sent by CV Wujud Unggul



*Translated:*

*"Here is the attachment of price list of **Frontlite** and **Backlite** 'Wujud Unggul Surabaya'. For more info please contact us.*

The email was delivered by CV Wujud Unggul in the name of Ervian Fitriana, one of the staff. Here Ervian tried to offer the material that might be used by PT IBM, that's why on his email, he include some terms about Graphic Design and Digital Printing Register. The terms found in that email are:

- a. **Frontlite** is one of a kind of material for printing production. There are two kinds of material called frontlite and backlite. In this case the kind of frontlite materials offered by Wujud Unggul is varied, they are banner, sticker and another outdoor printing material attached in the form of attachment file which produce high quality of image printing that looks like as if the sun lights the image from the front side.

b. **Backlite** is one of a kind of banner material printing beside Frontlite which the thesis writer has explained above. The same with Frontlite material printing, the kind of it is varied as the attachment attached by the email that Wujud Unggul's staff sent. As seen from its name 'back', this kind of material provided the backlight effect of the image printing.

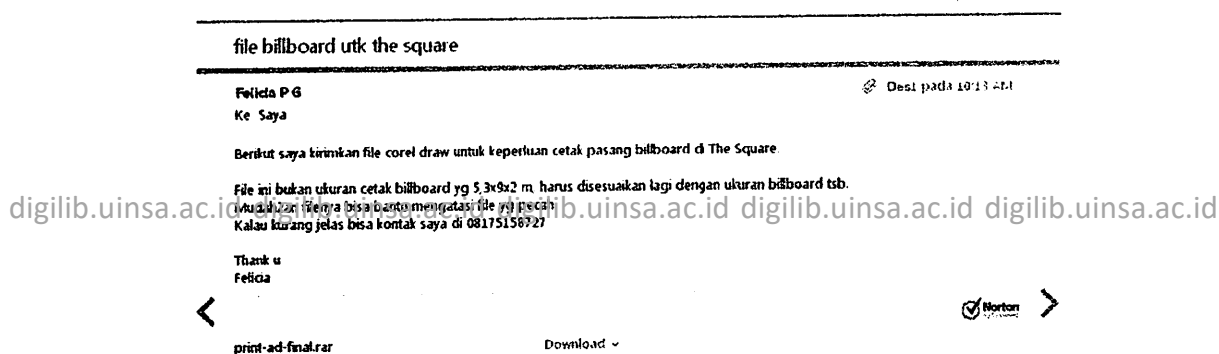
The situational factors of the register used in the data above, in the case of field or the topic of the data are the same with the data before: it is specialized knowledge data. Only the staff and the email sender who knows what the terms used in the email, since Felicia herself was a designer too. The interactants or the language used by the sender is different with the previous data; the staff used *Formal Language* in purpose of giving information about the printing material product they offered through the email and attachment file. It is the case that the sender intended to make such announcements by using standard language variety. By showing formal setting, he tried to show his respect to PT IBM as for he offered his business client the company product.

Since the data was sent by the customer to the service company, the tenor or the relationship between the addressees and in case of *status or power* here is unequal one, defined as the company which tried to offer its material printing product to PT IBM. Considering the kind power which is less powerful, the messages contained in the email is kind of asking for polite request in the case of offering the company product. The *affective involvement* happens here is Low affective involvement using formal language since the people involved are in business client relationship which the company rarely or probably never meets

before. Considering such fact, therefore the *contact* is occasional interaction. Because the intensity of the email sender sent the email is quite small, since the offering price list he or his company sent is frequently updated by month instead of by day.

The mode or the role of the language played is written as the data appear as email. The language used to compose the email is a planned language. The level of language feedback is rapid feedback, since it was offering order by email. Thus, the feedback he gets from the company will be rapid, directly replied after the staff open his email.

### 3. Order Email from Petra Square



*Translated:*

*"Here I sent Corel Draw's File of The Square's billboard for printed out and set up needed.*

*This file is not the billboard real print size 5,3m x 9,2 m, it should be equal again with the billboard size mention. Hope this file helped the broken file. If there's any problem please contact me on 08175158727. Thank U. Felicia"*

The email was delivered by Felicia, one of the staff in Petra Square Surabaya. Register found include Graphic Design and Digital Printing terms.

- a. **Corel Draw** is one of the graphic design software's applications which is usually used by the company to produce design such as banner, billboard,

folding, leaflet, etc. In the email, Corel Draw Felicia means is the type of file of the image which she wanted to printed out using PT IBM service.

- b. **Billboard** is one of types of banner, printing product which is a very large outdoor advertisement. Counted by the large size, it usually sticks up on the wall of building. In this case, billboard will be placed up in the wall of The Square as their promotional tools.

The situational factors of the register used underlying the data above in the case of field or the topic of the data is the same with the data before, it is specialized knowledge data. Because only the staff and the email sender who knows what the terms used in the email. Since Felicia herself was a designer too. The interactants or the language used by the sender is *Consultative Language*, in the purpose of seeking assistance. It was the case that the sender was asking for assistance to the service company to print out the data emailed followed by the description she explained.

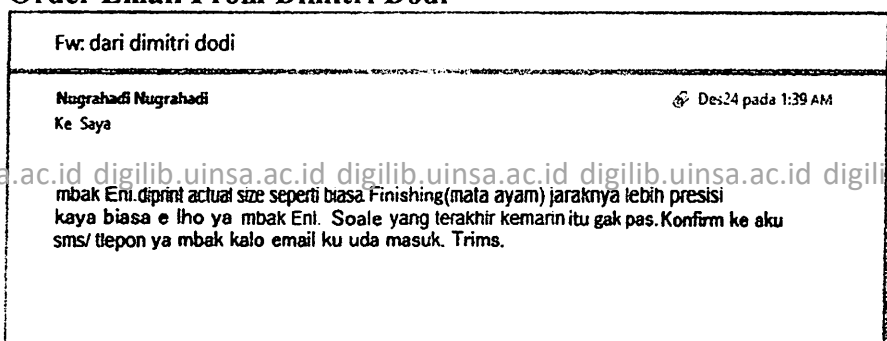
Since the data is sent by the customer to the service company, the tenor or the relationship between the addressees and in the case of status or power is unequal ones; it is by customer to company staff. Considering the kind power which are less powerful, the messages contained in the email is kind of asking for polite request. The request, beside for asking for the company service, Felicia also asked about the condition of the image file she sent whether it was good or broken pixel image.

The *affective involvement* happens is Low affective involvement since the people involved is called business client with Felicia and PT IBM. The

contact itself is frequent interaction. Why it is different with the emailed data before, because in this case Felicia is the special client from the Director and has been in a good relation with the company. Even though the language used still has a formality but the formality scale used is less than the data before. It is by consideration of the role as closest relationship between them.

The mode or the role of the language played is written as the data appears as email. The language used to compose the email is a planned language. The level of language feedback is rapid feedback, since it was offering order by email, so the feedback he gets from the company will be rapidly replied after the staff opens his email.

#### 4. Order Email From Dimitri Dodi



*Translated:*

*"Mbak Eny, **print this out with an actual size like usual. Finishing (mata ayam) with proportional range like you usually do, Mbak Eny. Because the last one is not proportional. Confirm to me by text or phone if you get this email, Mbak. Thanks.**"*

The email was delivered by Dimitri who is one of the oldest customers of the company. Register term found in that email are:

- a. **Actual Size** is the real size, 1:1 size as written in the file which is going to be printed out. In the email, Dimitri stated to the printing staff to print the file out the actual size of the image file sent.

- b. **Mata ayam** is material product for making banner with press hole created by the finisher staff of digital printing using press machine and its tools.
- c. **Presisi (Proportional)** means both width and height are proportional, there's no unequal, so that the printing product will have a good look in the side of equality. While in this case, Dimitri reminded the printing staff, Eni, to make the finishing of *Mata Ayam* in proportional rules as Eni usually does.

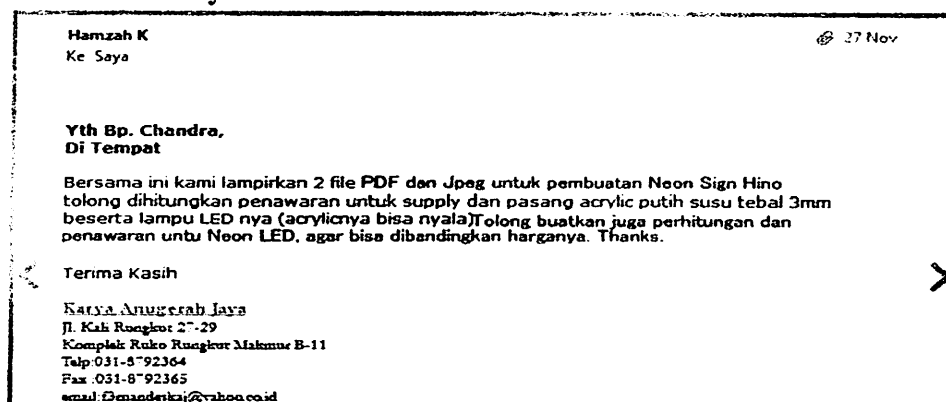
The situational factors of the register used from the data above in the case of field or the topic of the data is the same with the data before, it is specialized knowledge data, because only the staff and the email sender know what terms used in the email. The interactants or the language used by the sender is *Consultative Language*, language used between friends. Even though the email sent by the customer through the company, the email was particularly sent in order to be read by Eny, the company's staff who also the customer's friend.

That's why the language used by Dimitri is casual language, in order to make a relax conversation with Eny.

In the data which is sent by the customer to the service company above, the tenor or the relationship between the addressee and addresser his defined by the *status* is equal relationship. Since the status between Eny and Dimitri here is equal, therefore the power relation here is from friend between friends in the case of asking for a request as a close relation between friends. The *affective involvement* is from high to low, since Dimitri himself has acknowledged Eny as his old friends whom he had known from old time being.

The mode or the role of the language played is written as email data. The language used by Dimitri to compose the email is a planned language. The level of language feedback is rapid feedback, since it was service order sent through email, so the feedback Dimitri gets from the company is particularly sent directly to Eny, the feedback that Dimitri will get is rapid and directly replied after Eny or the other staff open the email he sent.

### 5. Email Sent by Mr. Hamzah



#### Translated:

*"Along with this we attached 2 file **PDF** and **Jpeg** for the making of Hino Neon **SIGN**. Please counting out the offering for the supply and the assemblies of **White Acrylic** with 3mm thicker size With **LED** lighting (the acrylic should able to light) Please also make the counting and the offering for Neon **LED**, so that the prices can be compared. Thanks."*

The email was sent by Mr. Hamzah, one of the oldest customers and the clientele of PT IBM. There are term about Digital Printing that mostly used, those kind of term include register which can be described as:

- a. **Neon Sign or Led Sign** is one of the expensive and exclusive promotional tools like Neon Box and Channel Letter which has large figure. Considering the name of LED which appears as material and has flexibility and soft form of glasses, so that it can be sharp following the shape of the letter, Neon Led

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itself. In this case, Mr. Hamzah asked for the best service for the making of Hino Neon Sign, he asked how much it cost through offering letter from PT IBM using the description on his email.

- b. **Acrylic Putih Susu Tebal (White thicker Acrylic)** is one of the basic materials to make such an exclusive outdoor promotional tools, mentioned neon sign, channel letter, neon LED. Seen in Mr. Hamzah email, the use of acrylic is for the backside cover which will stick in the wall of construction.
- c. **LED or Neon Led** is the material to make neon sign or Led sign and the lighting led which is used to lighten the channel letter. The form of this kind of LED is tube form which has glasses form and contains some gasses inside which is connected by some electro and cables to produce the light by connecting those cables into travo (voltage regulator). This tube which is merely named as *tubbing* in digital advertising can be shaped following the shape of the letter design by firing the neon led in to fire. The tube itself has kind of colors variety, the use of the colors depends on the design's customer wanted. In this case of email, Mr. Hamzah asked for the counting cost of the payment in the using of Neon Led for Hino Company. He asked how much it cost and how much the led or Neon Led used for it so that he can compared the price of the LED and the situation or payment he wanted to make a deal.

The situational factors of the register used underlying the data above in the case of field or the topic of the data is the same with the data before, it is specialized knowledge data. Because only Mr. Markus as the email sender and

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the receiver, PT IBM staff who knows what terms means and used in the email. The interactants or the language used by the sender is *Consultative Language*, the formal ones but rather to be consultative one in order for asking an assistance within Mr. Markus to Mr. Chandra who he thought knows about the specification of making the channel letter he asked since Mr. Chandra is the director of PT IBM itself.

Seeing the data which is send by the customer to the service company above, the tenor or the relationship defined by the *status* of both is unequal relationship. The power relation here is from clientele to the director in the case of asking for a request. Considering the powerfulness of both, is kind of less powerful status, since it was asking for assistance, Mr. Markus placed himself in a polite way to request what he wanted, offering letter of the channel letter with specification attached. And the *affective involvement* is low affective involvement as a place for talking about assistance within business client relationship.

Since the data appears as email, the mode or the role of the language is played is written language. The language used to compose the email is a planned language. The level of language feedback is rapid feedback, since it was service order sent through email, so the feedback he gets from the company, in this case is particularly sent to Mr. Chandra, the feedback that Mr. Markus will get is rapid and directly replied by the email too and the offering letter asked by Mr. Chandra or the other afterwards.

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The six data that have been analyzed and described by the thesis writer above are not the whole data that occur in PT IBM, but the six data above have represented the types of register used in the written data itself. From the data above, the term that has been found in the use of register are the Graphic Design and Digital Printing Term. Not only those three terms, the way language is used in the written data in the emails also represented by those six data, implying the language in the scale of formal and formality. But since the data above appear as emails sent by the customers, the language mostly used in the email is consultative language, where it is used to talk with business clients for asking assistance.

The assistance asked by the customers appears as services ordered by customers; each customer probably orders the same service whether indoor or outdoor promotional tools, but the language used by the customer are different.

The different of language used in field analysis which is defined by what language is being used to talk about depends on the tenor analysis, the role relationship of the interactants. Since the emails were sent by different person, different relationship they have, and the different company they come from for each day, therefore it influences the differences of language used.

### **Brief Review about Email Data Founded**

The language used in the email mostly appears as Consultative Language; it is since emails data mostly consist of request which is asking for assistance between company and customer. The other language used is Formal Language. The emails which use this kind of language are email sent from the

business client of PT IBM. The data appear as price list and offering letter sent by the business client of the company. The other is Casual Language which is used when the customers directly send the email to one of the PT IBM staff whom they know well and has been in a good relationship with since a long ago.

Register found is graphic design and digital printing. Those terms also appear in a different use. The difference here is in the case of what topic that is used to talk about between customer and company is. The topic defined by what service the customer asked to the company; it is the service about the Graphic Designer or Digital Printing.

#### 4.2.1.2 Data Taken From Offering Letter

Offering letter here is one of the formal letters sent by the company to the customer who want to make a deal about the service by reviewing the offering service offered by the company. Offering letter usually sent by the company through fax or directly sent by the customer who wants to make a deal with the service company by direct meeting. The register found in the email also contain the term of graphic design and digital printing term.

#### 1. Offering Letter sent to Jaya Garment Company

Surabaya, 23 November 2013

Kepada Yth,  
**PT JAYA GARMENT SUKSES MAKMUR**  
 Jl Raya Jemursari 274  
 Surabaya  
 Up. Bapak Hadi

Dengan hormat,  
 Sesuai dengan permintaan Bapak, maka bersama ini kami mengajukan surat penawaran untuk **Digital Printing** dengan data sebagai berikut :

- ❖ **Banner frontlite outdoor**
  - Harga Rp 18.000/m<sup>2</sup>
  - Ukuran 145cm x 65cm x Rp 18.000/m<sup>2</sup>
  - .....

*Translated:*

*"With Respect,*

*Based on your request, here along with this we are submitting the offering letter for **Digital Printing** with data as:*

❖ **Banner Frontlite Outdoor**

- Price Rp 18.000/m<sup>2</sup>
- Size 145cm x 65cm x Rp 18.000/m<sup>2</sup>

The offering letter above was sent by PT IBM to Jaya Garment and particularly sent to Mr. Hadi, one of the customers of the company. Register found on the letter above described as:

**a. Digital Printing** means the methods of printing by using digital technology in the processing of image in to real size. Kind of printing image produced by this method is varied. In the case of offering letter above, the images which the customer wanted to be printed out in the letter is using the printing material namely banner frontlite and the description and specification of the images which PT IBM offered are shown afterwards.

**b. Banner** is large-format publication stuff, usually used for promotional tools for an event. Banner has its own varieties which depend on its size and requirement of the customer itself. In this case, the size ordered by customer is 145cm x 65cm x the price offered by the company Rp 18.000/m<sup>2</sup>.

**c. Banner Fronlite**, is a kind of banner which is particularly used as outdoor promotion that will be shine by the sun lighting. As written in the offering letter, it talked about banner digital printing which the company tried to offer to the customer as the customer required and needed.

**d. Outdoor's** meaning has clearly depicted in the data before, but here in this case, to make it clear, the term outdoor here is particularly directed to the

banner frontlite itself. Later, banner frontlite is one of the promotional tools of outdoor area, so what customer means as outdoor here is what he ordered to be printed for the promotional tool outside house, the placement of banner itself is on the outside of Jaya Garment, whereas will be placed on the street.

The situational factors of the register used underlying the data above in the case of field or the topic of the data is specialized knowledge data. It contains Graphic Design and Digital Printing term that are only able to be understood by the staff and the customer who ordered the printing service who knows what kind of terms and what it means. The interactants or the language used by the sender is **Formal Register** or standard language which is merely used in formal settings to show respect to the reader. As seen in this letter, since it was a formal letter which mostly used proper and standard language beside design graphic and digital printing term used to deliver the message, therefore here PT IBM used formal language because it was in the case of public offices and business settings.

The letter which directly sent to Mr. Hadi, one of the staff of Jaya Garment and the customer to the service company, also have three definition about the tenor or the relationship between the addressee and addresser . It appears as an unequal status between the company and the customer considering the business client relationship they have. The *affective involvement* here ranges from low affective involvement which is used within business client. Since it was offering letter sent by the company without knowing clearly who Mr. Hadi is but just knowing the relationship PT IBM have with PT Jaya Garment, therefore the contact happens in the role relationship here is occasional ones.

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The same case happens to email data which includes the written data. The language used in mode analysis is written language which is apparently being planned by PT IBM before they sent the offering letter to the customer represented with Mr. Hadi, the Staff of PT Jaya Garment who wanted to consider the service or to make a deal with company's service. The level language feedbacks that the company or the customer gets here is kind of delayed feedback. Why it is included into delayed feedback, because the offering letter which is offered by the company to the customer may have a delay's reply. Because the customer here, Mr. Hadi, the staff of PT Jaya Garment should review the offering service by PT IBM with the other staff or his Director itself before sending back the letter to PT IBM. As for the offering letter that has been signed by PT Jaya Garment in this case Mr. Hadi as the representative, PT IBM staff will immediately process the service printing that has been agreed.

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## 2. Offering Letter sent to Kepala Singa Company

Surabaya, 17 Oktober 2013

Kepada Yth.  
**Kepala Singa**  
 Ruko Gading Fajar 2 D7/4 Sidoarjo  
 Up: Bpk. Yandi

Dengan Hormat,  
 Sesuai dengan permintaan Bapak, maka bersama ini kami mengajukan surat penawaran untuk pembuatan **Sticker One Way** dan **Cutting Sticker** nempel dikaca dengan data sebagai berikut :

- o **Sticker One Way**
  - ❖ Ukuran 75 cm x 525 cm
  - ❖ Sesuai **Digital Proof**
  - ❖ .....
- o **Cutting Sticker**
  - ❖ Ukuran 100 cm x 125 cm
  - ❖ Sesuai **Design Vector**
  - ❖

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*Translated*  
*"With Respect,*  
*Based on your request, here along with this we are submitting the offering letter*  
*for the making of **Sticker One Way** and **Cutting Sicker** patching on the mirror*  
*with data as:*

- **Sticker One Way**
  - ❖ *Ukuran 75 cm x 525 cm*
  - ❖ *Sesuai **Digital Proof***
  - ❖ *.....*
- **Cutting Sticker**
  - ❖ *Ukuran 100 cm x 125 cm*
  - ❖ *Sesuai **Design Vector***
  - ❖ *.....*

The offering letter above was sent by PT IBM to Kepala Singa Company and particularly directed to Mr. Yandi, one of the customers of the company. Register found on the letter above described as:

- a. **Sticker One Way** is a kind of Digital Printing sticker which has soft and flexible basic material, characteristic of this type of sticker is having circle texture which is sorted out in a symmetrically and neatly way. It is usually used for mirror branding in front of the office or sometimes used in a car. In this case the sticker which is the customer wanted and the company offered is 75 cm x 525 cm size.
- a. **Digital Proof or working proof** is an early proof in printmaking which has function to show it to the customer how the file or image that has been design looks in a small size. In the offering letter case, digital proof that PT IBM means is the one that has been reviewed by Mr. Yandi, the representative of Kepala Singa. He is the one who will decide is it deal or not. Considering in this case of offering letter PT IBM Sent to Mr. Yandi, the digital proof that the company means is of course the one that has been deal by customer.

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**b. Cutting Sticker** is one of the printing products which use sticker material; using independency color (cyan magenta yellow blue) without any gradation or any other effects. In this case, cutting sticker asked by Mr. Yandi here is the one which appeared as a vector text containing one color format (cyan) with size *100 cm x 125 cm*.

**c. Design Vector** or Vector based design is one of a kind of the design's basic; the other one is Design Bitmap (bitmap based design). Design vector can be changed into another shape, size and the other parameter without being limited by any bond and can be produced a independent or free and high resolution printing without reducing the image printing quality. As seen in the offering letters containing design vector PT IBM means here is the vector of the cutting sticker Mr. Yandi requested. Considering the printing product is cutting sticker, that's why the design vector appears in a special features as

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texts and graphics are stored in vector form as the form of design is text using size *100 cm x 125 cm*.

The situational factors of the register used underlying the data above in the case of field or the topic of the data is specialized knowledge data in case of Graphic Design and Digital Printing term. The term mentioned only can be understood by the company and the customer who ordered the printing service who knows what kind of terms and what it means. The interactants or the language used by the sender is **Formal Register**, standard language which is merely used in formal settings to show respect to the reader who is the company's customer itself. As seen in this letter, since it was a formal letter which mostly

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used proper and standard language here PT IBM used formal language in the offering letter written because it was in the case of business stuff.

The letter which was directly sent to Mr. Yandi the owner of Kepala Singa who is the customer who wanted to acknowledge the offering service offered by the company, also have three parameter analyses about the tenor or the relationship between the addressee and addresser. The first is status. It has unequal status between the company and the customer considering the business client relationship they have. The *affective involvement* here is ranging from low affective involvement which is used between business clients to make formal ones. Since it was offering letter sent by the company which rarely meets Mr. Yandi in person, therefore the contact happens in the role relationship here is occasional ones.

The data above is included into the written data, therefore the language used in mode analysis here is written language which apparently being planned

and reviewed by the director of PT IBM before the company sends the offering letter to Mr. Yandi, the owner of PT Jaya Garment who wanted to consider the offering service sent by PT IBM and of course to make a deal with company's service. The level of language feedbacks that the company or the customer gets here is a delayed feedback, because the offering letter which is offered by the company to the customer may get delayed reply. Delayed reply here happened because Mr. Yandi himself need to review the offering service by PT IBM with his consideration about the price and other stuff before he signed the letter and send it back to PT IBM. The offering letter that has been agreed by both PT IBM

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and Mr. Yandi, the staff of the company will immediately proceed the printing's service deal.

### 3. Offering Letter sent to Andy Supeno Banyuwangi

Surabaya, 24 Desember 2013

Kepada Yth,  
**Bapak Andy / Supeno**  
**Banyuwangi**

Dengan hormat,  
 Sesuai dengan permintaan Bapak, maka dengan ini kami mengajukan penawaran untuk **Digital Printing Bahan Banner Backlite Double Side** dengan data sebagai berikut :

- ❖ Bahan **Banner Backlite Double Side**
  - Ukuran 250cm x 150cm
  - Harga Rp 125.000/m<sup>2</sup>
  - .....

*Translated*

*"With Respect,*

*Based on your request, here along with this we are submitting the Digital Printing offering letter using Material Banner Backlite Double Side with data as:*

❖ **Material Banner Backlite Double Side**

- Size 250cm x 150cm
- Price Rp 125.000/m<sup>2</sup>

The offering letter above was sent by PT IBM to the personal name of person, Mr. Andy / Supeno, one of new customers of the company. Register found

on the letter above is the term in Digital Printing that described as:

- a. **Digital Printing** is methods of printing from a digital-based image directly to a variety of media. In the case of the offering letter above, digital printing means, the service that PT IBM offered to Mr. Andy about the print making of banner backlite double side using size 250cm x 150cm cost 125.000/m<sup>2</sup>.
- b. **Banner Backlite** is kind of material usually is used for material printing for Neon Box, being lightened by the light from LED behind the material and box covered. Mr. Andy requested for the digital printing service used banner backlite material with size 250cmx150cm.

- c. **Double Side** is the service printing of the digital printing process used doubles side printing; both of the side, front and back are being printed out. Double sided printing which is offered by PT IBM to Mr. Andy is print-making service using banner backlite using size 250cm x 150cm which cost 125.000/m<sup>2</sup>.

The situational factors of the register used underlying the data above in the case of field or the topic of the data is specialized knowledge data which include the term about digital printing term. Those terms can be understood only by the staff and the customer who orders the printing service who knows what kind of terms and what it means. The interactants or the language used by the sender is **Formal Register**, standard language which is merely used in formal settings for intended meaning to respect the reader. Since it was a formal letter which mostly used proper and standard language beside digital printing term used to deliver the message, the reason PT IBM used formal language here because it was in the case of public offices and business settings condition.

Although the letter is different with the previous letter where it was directly sent to personal named of customer, named Mr. Andy, the analysis of the three definitions about the tenor or the relationship between the addressee and addresser here is not too different. Whereas an unequal status between the company and the customer considering the business client relationship they have still appears in the letter sent to Mr. Andy himself. The *affective involvement* of the letter contains also a range, ranging from low affective involvement which is used within business client, since it was offering letter sent to Mr. Andy whom company meet

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twice. Therefore the contact happened in the role relationship here is occasional ones, since the intensity of meeting is rarely happens.

The analysis of mode of the data here is in the case of written language which apparently being planned by PT IBM before they sent the offering letter to the customer represented with Mr. Andy who wanted to consider the service or to make a deal with company's service. The level language feedback that the company or the customer gets here is kind of delayed feedback. Why it is includes into delayed feedback, because the offering letter which is offered by the company to the customer may have a delayed reply. It was because Mr. Andy himself should review the offering service by PT IBM before sending back the letter to PT IBM. After the letter being agreed by Mr. Andy, he should send it back to the company to make the process of printmaking immediately processed by the printing of PT IBM.

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### **Brief Review about Offering Letter Data Founded**

After finding and discussing the offering letter data above, here the thesis writer can conclude that the data of the offering letter always use Formal register language, different case with the emailed data before. Why the language used here is Formal Language although the data are the same with the emailed data and eventually have the same mode called written data? It is because the way language used in the data is as formal letter sent by the company to the customer that contain the service and price offered by the company through formal way, the use of language will be formal language although the customers have close relationship with director, the staff or the people involved in the company.

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Because the offering letter is the promotional tools or the offering way, so the language used is always formal ones in order to pay the respectfulness from the company to the customers



#### 4.2.2 Oral Data

Oral data here is the data which have been recorded, observed and translated by the thesis writer herself which appeared as conversation done by customer with staff, staff with staff and staff with director. The basic analysis here will concern about the meaning and the situational factor in the term used, mentioned Design Graphic and Digital Printing term. Whereas, here to represent the data, the thesis writer divided the oral data in to three types, mentioned conversation by customer with staff, staff with staff and staff with director.

##### 1. October 19<sup>th</sup> 2013.

##### A. Conversation by Customers with Staff

Conversation happened between Mr. Agus, the designer staff and Mr. Adit the customer from Bonchon representative.

*Designer : Ini shadownya memang ngeblur dan nggaris ya Pak?  
(The shadow is rather blurred and got lined, Sir?)*

*Customer : Baik baik aja mas kalo saya lihat di corel sama ai.  
(No Bro, if I saw it in corel and ai.)*

*Designer : Tapi ini di hasil cetakannya shadow nya nggaris.  
Dari Design nya mungkin pak.  
(But why the shadow in printing produces got lined. Maybe the design itself, Sir.)*

*Customer : Mungkin bisa dikecilkan lagi shadownya, di settingan mesin indoor nya maksud saya, supaya sedikit rapi. Ada tidak?  
(Could the shadow being adjust, what I mean is in the indoor machine set up itself, so that it looks good. Isthere?)*

Seeing from the conversation happened between the staff and the customer, the term used in the conversation above was about graphic designer

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term. The first term, shadow means the black transparent effect that appears behind the image. What the staff means is that he asked why the blur and line effect appear in the image's shadow. Mr. Adit claimed that he didn't see it when he opened it in Corel and Ai program, where Corel and Ai program here is one of the graphic designs software used to design by him. Later he stated that it may be caused by the company's indoor machine. He told the staff to reset up the indoor setting so that the failed printing didn't appear.

Considering the conversation uttered by the staff and customer above, the field they talked about is specialized knowledge of the term about graphic design world. The interactants or the language used by the staff to the customer is *Consultative Register* which also has the formal form of language and it is kind of language which is merely used to talk about business matter for asking an assistance, but it still has an intended meaning to respect the listener, Mr.

Adit. It was because Mr. Adit was asking for Agus assistance and opinion

about what is going on with the printing making file produced by the company.

The analysis of the three definitions about the tenor or the relationship between the addressee and addresser of the conversation above here is an unequal status between the company and the customer considering the consulted matter Mr. Adit had with the staff of PT IBM. Since the data is the speech of conversation, the tenor of power relation which happens here is kind of conversation which has less powerful relation when Mr. Adit himself make a polite request to Agus to assist the setup of indoor printing machine so that the blurred and lined effect did not appear any more. That was because Agus is

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the one who hold the roles of knowledge in a high mode. Agus has more knowledge about the failed print making since he was the staff of the company who usually serves and assists customers.

The *affective involvement* between Mr. Adit and Agus here is ranging from low affective involvement used for business matter conversation which tends to use more assistance or consultative language. It has been explained in the preface, the language used by the staff to talk to the customer is kind of the formal ones, in case of asking for assistance. The formality of language here is depending on who is and where the customer is from. Since Adit comes from Jakarta, the staff often used Indonesian language to talk to him. The Indonesian language the staff used here is the formal ones that he used to talk to the customer to respect him. Therefore the contact happened in the role relationship here is occasional ones, since the intensity of meeting is quite small considering where Mr Adit comes from.

The analysis of mode of the data here is in case of spoken language which is apparently spontaneously done by Mr. Adit and Agus the staff of PT IBM. Why it is spontaneous one, because the conversation happened continuously without any planned conversation in it, in the case of asking for assistance for the failed print making data made by the company. The answer of Mr Adit's question about the failed of printmaking file is about the blurred and lined effect appeared in the indoor printing which didn't seem to be appeared while he opened the soft file with Corel and Ai Program. Considering the question and answer happened in the conversation done by Mr. Adit and

Agus, therefore the language feedback is kind of immediate feedback. Because the question and answer will be directly uttered as long as Mr. Adit asks for assistances and consults about the failed print making during the printing process that have been done by PT. IBM.

## B. Conversation by Staff with Director

Conversation happened between Mr. Chandra, the director of PT IBM and Eny, the staff when they talked about the failed printing making.

- Director :Coba kamu bawa kemari hasil **proof** cetakan mesin **indoornya**, biar Pak Adit tahu bagaiman hasilnya.  
(Could you please bring the printing proof made by indoor machine, Let Mr. Adit knows how the printing produces?)*
- Staff : Ini Pak, masih tetap sama, memang sedikit **ngeblur** hasil cetakannya, mungkin bukan dari mesinnya tapi dari **desainannya**.  
(Here it is, Sir, it's just the same, it really got blurred the print making product, probably is not because of the machine but the design.)*

The conversation above is the one that expands the conversation happened by Agus and Mr. Adit, here Mr. Chandra and Eni inquired about the causes of the failed print making product. Therefore the conversation happened here is put on conversation between the staff and the customer, which has the same term played about graphic designer term and the language to talk is the Indonesian language in a standard form. The first term, proof the exact print making product appeared as real size and quality as in the design. Mr. Chandra asked Eni to bring the proof of the print making produced by indoor machine to let Mr. Adit see it. Eni obeyed it and then stated that the print making is still having blurred effect on it. Later she said it was because the design made by Mr. Adit himself instead of the indoor machine.



The same case happens to the conversation done before. Here the field talked by Mr. Chandra and Eni is still about specialized knowledge of the term about graphic design world. The interactants or the language used by the director to the staff is *Consultative Register* in case of kind of language which is used to talk between superior to subordinate, in this case is Mr. Chandra as the director and Eni as the staff. The tenor or the relationship between the addressee and addresser of the conversation above here has a power as an unequal status between the company and the customer considering the conversation between superior to subordinate. Even Though it is the same one with conversation before, unequal power, the power relation that Mr. Chandra has is kind of more powerful where it contains command to his staff, Eni. He asked Eni to let Mr. Adit see how the print making looks.

The *affective involvement* between them is ranging from low affective involvement, but in this case, it is conversation between superior and subordinate. Considering the relationship between director and staff that Mr. Chandra and Eni have, the formality scale here use Indonesian formal language. It is since Indonesia is the formal and standard language to talk about business matter; it is kind of to respect the relationship they have. Since contact happens in the role relationship here is frequent one therefore Indonesian language is always used to talk in a formal condition as the relationship between the director and the staff that Mr. Chandra and Eni have.

The analysis of mode of the data here is spoken language which is spontaneously done by the director and the staff of PT. IBM. It was because the

conversation happened continuously without them both planning on it and it was expanded conversation before between Mr. Adit and Agus who talked about the failed print making product, where the Director himself told to one of the staff, Eni, to bring the print making produce to show it to Mr. Adit and see that it was not because the machine but the design Mr. Adit made. That's why here the language feedback they have is kind of immediate feedback. The same case as the conversation before, the question and answer are directly uttered when Mr. Chandra commanded Eni to bring the failed print making product to let Mr. Adit see it.

## 2. November 9<sup>th</sup> 2013.

### Conversation between Staff and Customer

Conversation happened between Lia, the designer staff and Mr. Abu the customer from Polda Jatim.

**Designer** : *Pak ini background e pake yang mana?*

*(Sir which background we will going to used?)*

**Customer** : *Biasane ae, sing wingi lho sing digawe pas Ops Mantap ae Li, trus kek ono lace bingkai emas.*

*(The usual one, just the one we used yesterday Ops Mantap, Li, then put a gold frame as a lace)*

**Designer** : *Ukurane berapa? font e dikei line gak?*

*(How about the size? Put font with line or not?)*

**Customer** : *4x24m. Iyo kek ono ireng cek ketok soale warna font e kuning. Magenta 20 ojok lali.*

*(4x24m. Yeah, put a black line to make it visible since the font's color is yellow. Magenta 20 don't forget.)*

The conversation above happened between the staff and the customer; the term used in the conversation above was about graphic designer term and the language played is the Javanese ones. Considering the conversation that

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they are talking about the making of banner above, the field they talked about is specialized knowledge of the term about graphic design world. The interactants or the language used by the staff to talk with the customer is *Casual Register* which merely a relax language uttered that is usually just focused to get the information. The information here is the request from Mr. Abu himself. It can be seen from the answer of Mr. Abu that always uses Javanese language. Since he is a Lamongan people, and he is the oldest customer and considering his age which is far ahead from the designer. It was also to make the conversation looks relax, that's why Mr. Abu delivered what he wanted by using kind of Javanese language.

The analysis of the three definitions about the tenor or the relationship between the addressee and addresser of the conversation above here is an unequal ones but the closeness of the relationship they have is kind of the closest one as Mr. Abu is the oldest customer of the company. The power relation happened here is kind of conversation which has less powerful relation whereas Mr. Abu makes a polite request in a very casual way by delivering his language through Javanese language and just let the request out in a relax way. That's why here the knowledge rules is kind of both customer and staff has their own roles of knowledge, to make the request of the customer wanted, Lia has her own knowledge to make the banner make sense, either Mr. Abu, he requested what he wanted and delivered it to Lia to make what's on his mind be in the banner he created.

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The *affective involvement* here is kind of high affective involvement used by Mr. Abu to talk to Lia. Since Mr. Abu is one of the oldest customers that have become the family of the company, Mr. Abu wants to use the casual ones to make the conversation enjoyable but still they both can catch the meaning of the conversation they talked about. Considering the casual language used, here, the contact happened in the role relationship is frequent meeting, since Mr. Abu is the frequent customer from Polda who frequently uses the printing service served by PT. IBM.

The analysis of mode of the data here is in case of spoken language which is spontaneously done by Mr. Abu and Lia. It was since the conversation happened continuously without any plan on it, in the case of asking for an assistance by using kind of casual language but the meaning is still the same; it was to make the request to make a banner as Mr. Abu wanted. The language feedback here is kind of immediate feedback, because the question and answer will be directly uttered as long as Mr. Abu and Lia have such casual language conversation containing the request and advice about the print making service.

### **3. December 19<sup>th</sup> 2013.**

#### **A. Conversation between Staff and Staff (Design Staff)**

The conversation bellow happened between Lia and Agus, both are Graphic Designer staff of the company, and what they talked about is about the term of Graphic Design and what languages they used is shown in the conversation:

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- Lia** : *Lho mas wes sampean grup iki layer e, eh di flat?*  
*(Bro, how come you've grouped the layer out, erw flatten?)*
- Agus** : *Lho iyo, gapopo, wes garek rotate en ae, gawe en portrait.*  
*(Yeah I know, nope, it just needs to be rotated, make it portrait)*
- Lia** : *Potrait piye? wong iki wes di flatten layer e?*  
*(Potrait, how? The layer has been flatten?)*
- Agus** : *Gampang, iki lho sek enek back-up an psd ne. Tenang!*  
*(That's easy; we still have the psd's back-up. Keep Calm!)*

The conversation above happened between Lia and Agus, both are Graphic Designer staff of the company, and what they talked about is about the term of Graphic Design and what languages they used is shown in the conversation is the Javanese ones. The conversation happened when both talked about the design of the Mitra Sidoarjo. The design which is first handled by Mr. Agus is finally handled by Lia. She asked whether Mr. Agus still saved the back-up file or not, and fortunately the *psd* file still being saved, and everything is cleared.

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Considering the conversation that are talking about the handling design from Mr. Agus to Lia above, the field they talked about is specialized knowledge of the term about graphic design world. They talked about the term they used in the design world such as group, layer, portrait, rotated, flatten back-up and *psd's* file. Both Lia and Mr. Agus have their own knowledge, so the more knowledge of the term they both know, here the conversation appeared as question and answer which is automatically uttered by them. The interactants or the language used by Lia and Mr. Agus as mentioned before is a *Casual Register* which merely a relax language uttered that usually just focuses to get the conversation about the handled design. The conversation happened here is kind of casual register using Javanese language since both

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Mr. Agus and Lia is the same design staff of the company, although the casual one, but the formality scale Lia used to respect Mr. Agus still existed. Lia used the words 'sampean' in Javanese language which means 'you' to respect Mr. Agus himself, since the age ranged between them is far different.

The analysis of the three definitions about the tenor or the relationship between the addressee and addresser of the conversation above here is an equal one which happened between friends to friends which has high affective involvement using the casual register ones. The power relation happened here is kind of conversation which has less powerful relation where no one can interrupt the question answer in a casual and relax way that happened between Mr. Agus and Lia themselves.

The *affective involvement* here is kind of high affective involvement used by Lia and Mr. Agus as the same design's staff in the company.

Considering the casual language used and the status they both have, here, the contact happened in the role relationship is frequent meeting.

The analysis of mode of the data here is in the case of spoken language which is spontaneously done by Lia and Mr. Agus. It was since the conversation happened continuously without any plan on it in the case of the design handling of Mitra Sidoarjo from Mr. Agus to Lia. The language feedback here is kind of immediate feedback, because the question and answer will be directly uttered, while both of themes still have the problem and discussion about the design handling of Mitra Sidoarjo.

## B. Conversation between Staff and Staff (Printing Staff and Designer)

The conversation happened after the design of Mitra Sidoarjo done, Lia the designer graphic and two Printing staff, Eni and Sri immediately did the print making process, and the term they talked is about the digital printing that is used by three of them while print making is in progress.

- Eni** : Setingen Li mesin e.  
(*Set the machine up, Li.*)
- Lia** : Oke, **settingan backlite** yo, **mediane** 125cm. Kenaikan **curve** 80%. Terus **margin** 60 yo mbak?  
(*Oke, backlite set up, rite. Media 125cm. Curves up to 80%. Next margin is 60 rite sist?*)
- Sri** : Heh kok 60 seh, En, 50 Li **margin** e. Wek e sopo seh iku? Mitra mau tah? Nyambung yo?  
(*Hey, it's not 60, En, 50 Li, the rite margin. Who have it? Mitra's have? Extention needed??*)
- Lia** : Iyo mbak, **banner backlite** ukuran 350x560cm.  
(*Yeah, sist, Banner backlite size 350x560cm.*)

The conversation above happened between Lia the designer graphic and two Printing staff, Eni and Sri when they did the print making process; here the term they talked is about the digital printing that is used by three of them while print making process is in progress. The term of Digital Printing is what they used to talk about and what languages they used shown in the conversation is the Javanese one. The conversation happened after Lia and Mr. Agus talked about the handling design of the Mitra Sidoarjo which is finally done by Lia and she immediately sent the file design to be printed out by the printing staff of the company.

Considering the conversation that are talking about the setting up of the file in to the machine before the print making process going through, the three staff using the term of digital printing such as setting, media, curve,

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banner backlite, *nyambung* (extension) and size. Here, whether Lia or the two printing staffs Eni and Sri has their own knowledge about term they both uttered, here the conversation appeared as a polite request which is merely uttered as question and answered which is automatically uttered by them. The interactants or the language used by Lia, Eni and Sri is kind of *Casual Register* which is a relax language uttered that usually just focuses to get the conversation which talks about the setting up of the file in to the machine before the print making process going through itself. The conversation happened here is kind of casual register using Javanese language since three of them are the same staff of the company.

The analysis of the tenor or the relationship between the addressee and addresser of the conversation above here is an equal one which happened between friends to friends which has high affective involvement using the casual register ones. The power relation here is kind of conversation which has less powerful relation whereas no one can interrupt the question answer in a casual and relax way that happened between Lia, Eni and Sri, each of them have their own knowledge when they are involved in the conversation of the print making process.

The *affective involvement* here is kind of high affective involvement whereas used by Lia, Eni and Sri here as the same staff in the company. Considering the casual language used and the status they both have, here, the contact happened in the role relationship is frequent meeting since they meet frequently and has been acquaintance for so long.

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The analysis of mode of the data here is in case of spoken language which is spontaneously done whether by Lia, Eni and Sri. The three of them didn't have any planned idea what they want to talk, it just comes directly following the knowledge they both have known about the file which is going to be printed out. The language feedback here is kind of immediate feedback, because the question and answer will be directly uttered, while Lia, Eni and Sri still have the discussion about the ongoing print making of Mitra Sidoarjo's file after being design by Lia.

### **Brief Review about Oral Data Founded**

The conclusion that can be summarized from the oral data that appeared as conversations done by the Director with Staff, Staff with Staff and Staff with Customer. Based on the analysis chapter, the thesis writer concludes that all of them use both register terms in case of the term in Graphic Designer and Digital Printing in a different language. The analysis of the situational factor is widely different through field, tenor and mode for each conversation. The field analysis tends to appear as specialized knowledge of the field. When it comes to the Director conversation with the staff, the language tends to be used is Indonesian language. Different case happens between staff with customer or staff with staff, language used depends on who the listeners are. Different case with written data, here the mode appeared to be spontaneous language which has immediate feedback

## CHAPTER V

### CONCLUSIONS AND SUGGESTIONS

#### 5.1 Conclusions

Language as communication tool will be found everywhere and across culture. Communication happens in every social life, every place and environment. For instance, communication in Digital Printing Business, as the service company provides service in printing and graphic design. Digital Printing Company has so many kinds of language and term about printing and other language as the impact of the language variety used by the people involved in the company in order to communicate in their daily business life.

Register as one of the language variety phenomenon that being used depends on the use of language by the people involved in the *PT Inspirasi Bangun Mandiri Digital Printing Surabaya*. Related to the topic of the thesis, the writer discussed register found in the research subject by classified the data she founded into written including email and offering letter and oral data appeared as conversation between staff to customer, staff to staff, and staff to director. After classifying the data, the thesis writer analyzed what kind of register found and the situational factor of the register used. Each data has its own situational factor including field tenor and mode that revealed what, where and with whom register and language being used.

Based on the data analysis, the writer that has classified the data into written and oral founds out the kinds of register. The kinds of register are Graphic

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Designer term and Digital Printing term. Each kinds of register found whether in written and oral, both term have their own situational factor behind the using of the term based on field, tenor, and mode of the data.

As for the result in the email, kinds of register found are Graphic Design and Digital Printing terms. Data represent by six email data sent by the different customer background and request. After knowing what kind of term followed by its meaning, the analysis of the situational factor of each data represented afterwards. The field of data represented as specialized knowledge of the field, and the language used by each customer was different depending by the contents of email and the relationship the customer had with the company that represented in the analysis of tenor. The language mostly used is Consultative ones, since email sent by the customer who wanted to ask for an assistance of the company's service. The others represented as casual language, it came when the customer directly sent the email to the specific person of the company. As seen in the example of the email data sent by Dimitri to Eny whom have acknowledge for long time ago. Thus analysis was included in the tenor of the data. The tenor of data represented as power relation or status, affective involvement and contact. The most power relation the customer had that appeared in the email was unequal ones, ranging from status as staff to customer, the contact that mostly use was occasional ones, and the affective involvement mostly appeared as the lower ones. The mode used is planned language since the data appear as email and the feedback both company and customer gets appear to be rapid feedback.

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For the second types of written data, it was the offering letter. Based on the analysis the thesis writer done, the kind of register appeared are Graphic Design and Digital Printing terms, the same case with the email data. After knowing what kind of term followed by its meaning, the analysis of the situational factor including field, tenor and mode of each data represented afterwards. The field of data represented as specialized knowledge of the field. Since the data appear as letter which mostly use formal style, the content of letter and language used in the data of the offering letter always use Formal language, different case with the emailed data before. The tenor of the data was kind of occasional ones. Because the way language used in the data appear to be formal letter sent by the company to the customer whom they probably have never or rarely met before. The mode appeared as the same case with email data but using the different sender, while in email data the sender is the customer, the offering letter the language was planned by the company's staff which has delayed types in the case of feedback they may get.

The last data was oral data that was appeared the conversations happened and done by the Director with Staff, Staff with Staff and Staff with Customer. Based on the analysis chapter, the thesis writer concludes that all of them use both register terms in case of the term in Graphic Designer and Digital Printing in a different language. The analysis of the situational factor is widely different through field, tenor and mode for each conversation. The field analysis tends to appear as specialized knowledge of the field. When it comes to the Director conversation with the staff, the language tends to be used is Indonesian language.

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Different case happens between staff with customer or staff with staff, language used depends on who the listeners are. Different case with written data, here the mode appeared to be spontaneous language which has immediate feedback.

The last, the thesis writer concludes that the representation of the types and situational factor of each data was different depending on what kind of data that was being analyzed. The field tenor and mode of data was different for each type of data. It was since what knowledge they talked about, what language they used to, what relationship they had and how the way the data that appeared as written and spoken being uttered and done by the people involved in the company.

## 5.2 Suggestions

Register as language varieties based on the languages used depends on the situational factors behind the using of the language. It has a wide method to be analyzed. As for the thesis that has been conducted by the thesis writer which digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id concerns about the types of findings and the situational factors underlying the types found, here the thesis writer suggests another researcher who might conduct the same field like the thesis writer did.

The thesis writer suggests another researcher that may conduct the research in Register field to analyze the other elements using the other ways beside the way the thesis writer has been done to conduct this research. Since there are so many ways in conducting the research in register field in different point of view. As long as people do the interaction which demands them to use language based on what, when and where the language they used, there will also be register used by them.

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