CHAPTER I

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1.1 Background of the Study

It cannot be denied that language is a vital means of communication in this world. Language cannot be separated from human life. Language is a social phenomenon. People need and use language to communicate each other. Chaika (1980:1) states that language and society are so intertwined that it is impossible to understand one without another, for example: how someone talk to his friends, family, and the teachers, as well as to customers and strangers.

The way people talk is influenced by the social context in which they are talking. The same massage may be expressed very differently to different people. We use different styles in different social contexts. Language varies according to its uses as well as its users, according to where it is used and to whom, as well as according to who is using it. People's speech reflects not only aspects of their identity such as their ethnicity, age, gender, and social background; but also the contexts in which they are using the language.

We choose our words carefully according to whom we are talking to. Language choices convey information about the social relationships between people as well as about the topic of discussion. The kind of information which is relevant to language choice includes how well we know the other person and whether they are socially superior.

Certain social factors have been relevant in accounting for the particular variety used, the participants, the setting or social context of the interaction, the topic and the function. Besides, the formality scale is also useful in assessing the influence of the social setting or type of interaction, on language choice. It is different from one group to another. Groups here refer to people with common interests or jobs, or the same occupational groups that use the same language or code. Over time the language of groups develops more and more characteristics: lexical, syntactic, and even phonological, which distinguish their communications from one to the other groups.

The language that is used in a group is called register. Holmes (1992:276) describes register as the language of certain groups of people with shared interests or job characterized by special lexical, syntactic and even phonological features. She adds that it may be very difficult for outsiders to understand the register of a certain group when the group uses language differently, in systematic ways, in different registers. Within a given register, a speaker will talk differently for different audience.

In reference to the use of register, the writer was interested in understanding deeper the use of register by the announcers in delivering the announcements for the employees of Matahari Department Store In Plaza Tunjungan 3 Surabaya. The writer believes that not all of the utterances spoken by the announcers are included in register. When the announcers give announcements to the customers, the utterance does not belong to register because it is a common language and can be understood easily. On the other hand, the utterance spoken by

the announcers to the employees is specifically and can not be understood by the outsiders (people who are not the employees of the Matahari Department Store). It is due to the factual information that in general many department store goers as lay persons do not understand the language. The language is lexically different from the common language. This factual information was obtained from the field by the researcher during the pre-research stage. For example: *"Dan kepada 30 teknisi pos 9" ("And to the 30 technician post 9")* is not the common way in calling a person. This inspired the writer to conduct an investigation concerning register.

There are at least four reasons why register is interesting to be investigated. First, by knowing the register of a group, a language user that does not belong to the group will be able to understand the messages communicated by the group. This is the beneficial point an outsider can take of. Second, because as the outsider we understand the messages communicated by the group, make us to be inclusive towards other codes used by other groups. Third, better understanding on register will also increase language awareness that may drive a speaker switch from the common language with register based on the particular context of communication. Fourth, better understanding on register will also helps the language users to create their own register that they may use in their own group that cause the group outsiders do not understand the messages they are communicating.

1.2   Statements of the Problem

In line with the background of the study, the writer is convinced that the language used by the announcers is included in register during the pre-research stage. In the effort to understand deeply the register used by the announcers, this study raises a research question as follow:

"What are the types of Register used by the announcers in the information centre of Matahari Department Store in Plaza Tunjungan 3 Surabaya?"

1.3   Objectives of the Study

In line with the research question stated above, this study is intended to find out the type of the register in the language used by the announcers in the information centre of Matahari Department Store in Plaza Tunjungan 3 Surabaya. This is the focus of the study.

1.4   The Significance of the Study

By doing this research, the writer expects that the finding will be useful to enrich language users' knowledge about register. The writer also hopes that they can understand the register of the other group, or if they want their own group communication not to be understood by the other groups or outsider, they can use a particular register.

1.5 Scope and Limitation

Being aware of how broad and complex the topic under study is, this study is limited to find out the types of the register used by the announcers in the Information Center of Matahari Department Store Plaza Tunjungan 3 Surabaya. Since the announcers speak Indonesian, the register under study is in the setting of Indonesian. According to the policy of the company, which is Matahari Department Store, the announcers must use flat intonation in delivering the announcement on the air. For that reason, the writer believes that the announcers' intonation is flat intonation. Besides, this study focused on examining the language used by the announcers in announcing the announcements for the employees of Matahari Department Store in Plaza Tunjungan 3 Surabaya only. This is in accordance with the nature of register. That register may be different from the other due to lexical, syntactic, phonological aspect, while the register under study is particularly different from the standard Indonesian in term of lexical and syntactic, this study also focuses on the two aspects.

1.6 Definition of Key Terms:

To avoid misinterpretation, some key terms used in this study are defined as follows:

Register: Register is the language of groups of people with common interests or jobs, or language used in situations associated with such group; it is characterized by special lexical, syntactic and even phonological features (Holmes, 1992:276). Besides, Montgomery (1991:103)

states that there is a notion of register that helps to clarify the interrelationship of language with context by handling it under three basic headings; they are field, tenor and mode.

Language: Language as something to be learned and it is spoken trough an arbitrary system of vocal symbol through which human being in the same speech community or in the sub culture interacts and hence communicates in terms of their common cultural experience and expectations (Smith, 1968:350). It is a purely human and no instinctive method of communicating ideas, emotions, and desires by means of a system of voluntarily produced symbols (Sapir, 1949:8).

Announcers: announcer comes from *announce*, means make known publicly and announcer itself means a person who introduces and/or makes announcement to the public (Manser, 1995:14).

Information Center: Information means fact or knowledge given, and center means place for a particular activity (Manser, 1995:61, 215); in this study, Information Center is meant to refer to the place where the announcer releases any information for the employees of Matahari Department Store.

Matahari Department Store: Matahari Department Store is one of the large retail stores in Indonesia that sells a variety of merchandise, organised into departments according to the kind of merchandise, such as clothing, home furnishing, and household goods. It is located in Plaza

Tunjungan, which is the biggest plaza in Surabaya and it is on jalan Basuki Rahmat 8-12 Surabaya.

1.7 Organization of the Thesis

This thesis consists of five chapters. Chapter one consists of the idea why the writer is interested in studying this matter, the questions to be answered, the objectives and the significance of the study, definition of key terms, and organization of the thesis. Chapter two deals with the basic theories of the study elaborated from the theoretical framework and the review of the related study. The research methodology, how the study is carried out until the data collection was done is presented in chapter three. Chapter four is about the data analysis and the interpretation of the findings. At last, chapter five presents the summary, the conclusion and the suggestions.