

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Language use is an important tool in communication. Human beings and language are two entities which unseparable unity. There is no human and humanity without language and vice versa. Language as a lingua franca and its many roles in human lives: through language humans can share idea, ideology, and interest. By communicating, human beings live together. Thus, language is an instrument for social life of human beings.

In the society people interact to others by using language, many aspects of life that man enters many kinds or variations of language are built. Such as language in the mass media is dedicated to inform news and knowledge, and in the recent days, mass media is a tool to share ideas, ideology, interests, entertainment and even gossips. Magazine as one of kind of mass media concerns on definite point (field) of journalistic purposes that affect of what kind of language use which is occurred within the magazine. Magazine for politics definitely uses specific words, phrases, and sentences, as well as teen for adult woman and magazine for teenager.

Published mass media, such as magazines, newspapers, bulletins, consist of chief roles in the development and progress of information that build up among people. A magazine is one of the domains of journalism dedicating to represent facts, phenomena which are available to be voiced. Seeing that one of the domains of language use, printed mass media affect the arousing of language variation; the variation can be considered, as a specific style is the one which emerges systematically.

Language use in some Indonesian teen magazines presents interesting phenomenon. The presence of code mixing and code mixing between Indonesian language and English, specific words and phrases, and spoken- code alteration sentences within the magazines eager the writer to inquiry such phenomenon as a sociolinguistics issues namely as language variety which depends on the language use called by “register”. Such phenomenon socio-linguistically are needed to be elaborated properly of how the phenomenon are settled up, what linguist called such phenomenon socio-linguistically, and are the phenomenon really build up a language variety considering it is a language use matter.

Regarding that a magazine is committed to a specific domain of social community for instance; adult women, men, kids, and also teenagers, some teenage magazines in Indonesia has inspired the writer to conduct the research on collecting words, phrases and sentences, which are extremely unique, artificial and surprising, contained within the teenage magazine. For examples;

1. *“Hello girls. Udah puas liburan? Ngobrol yuuuk! Sekarang ada jadwal ngobrol bareng jagoan fashion, Sandryant. Oke Girls, see ya at the chat room”*

Hello grils, got your holiday? Let’s have a talk on fashion by the expert, Sandryant. Okay girls.

2. *“Jadi ifil neh....(ilang/hilang filing/feeling)”*

“I lose my appetite”

3. *“Halo W yang top abis..., Thanks 4 all”*

“Hello the top W...,“

The first sentence signifies that the process of code switching and code mixing are taking place, however the second sample points out *Indonesianization*;

“I lose my appetite”

3. “*Halo W yang top abis..., Thanks 4 all*”

“Hello the top W...,“

The first sentence signifies that the process of code switching and code mixing are taking place, however the second sample points out *Indonesianization*; feeling to filing, and reformulate of a new vocabulary that is *ilfil*; “*ilang*” (miss/lost) plus “*filing*” (feeling), and the last one indicates the omitted phoneme /h/ on the word *habis*. Further investigation on this thesis shows much wider development of teen’s world on language used in the teen magazines.

There are many evidences which needed to be analyzed and one of them is the phenomenon which exhibits one specific register. It contains one specific characteristic of building words, phrases and sentences that is register as found in the teenage magazines, therefore it is notably reformulates the Indonesia written-spoken mass media.

1.2 The Problems of the Study

In line with the background of the study, the problems are formulated as follows:

1. What are the characteristics that indicate a language use as a register?
2. How are the words, phrases, and sentences in teen magazine reformulated sufficiently to develop a specific register?

1.3 The Objectives of the Study

In parallel with the above problems, the objectives of the study are to:

1. characteristics or qualifications of a language use which can be as a register.
2. present how are words, phrases and sentences within teen magazine are reconstructed to develop a specific register.

1.4 The Scope of the Study

Discussion and study about language use in terms of language variety and variation is a challenging investigation. Language use in mass media is one of the studies of language use in terms of correlation between language and social life. There are many mass media are around the community, namely television, internet, radio, news paper and magazine. In fact, each of them is divided into the distinctive aim of journalistic view. There is radio for teenager, and also for adult. As well as there are some magazines are dedicated to teenager, three of them are Aneka, Hai and Gadis.

The researcher scopes this study only to analyze the language use within the three teen magazines namely Aneka, Hai, and Gadis. The writer only focuses this study only for language use which is applied within three magazines. Furthermore, language use of the three magazines will be proper to prove the assumption of the writer that language use in teen magazine in Indonesia is a specific register.

perspective that is needed to be controlled and steered in order to this language use of one register is not be superior that standard language in terms of Indonesian language structurally.

Moreover, to the Language Council of Indonesia (such as Pusat Bahasa and Balai-Balai Bahasa) to be aware of such register in order to regulates the guidelines for mass media how to use language appropriately, and how a foreign language use can be occurred properly within language usage of mass media.



