
AN ANALYSIS OF REGISTER WORDS USED IN VIDEO BLOGGING OF JUICYJAS'
YOUTUBE CHANNEL

Indah Nurul Hasanah

Universitas Bangka Belitung

Email: indahnurulhasanah.inh@gmail.com

Dr. Diana Anggraeni, M. Hum.

Universitas Bangka Belitung

Email: dianaanggraeniubb@gmail.com

Tri Arie Bowo, M. Hum.

Universitas Bangka Belitung

Email: arie622@gmail.com

Abstrak

Penelitian ini bertujuan untuk mengidentifikasi dan menganalisa register makeup yang ditemukan dalam video blogging milik Juicyjas YouTube Channel serta mengetahui fungsi bahasa yang terdapat pada register yang ditemukan. Penelitian ini menggunakan metode deskriptif kualitatif, dengan channel YouTube Juicyjas sebagai sumber data. Sebanyak 39 tuturan dipilih sebagai sampel representatif untuk mencerminkan jenis-jenis register berdasarkan teori Martin Joos dan fungsi bahasa berdasarkan teori Halliday. Penelitian ini menemukan bahwa Juicyjas sebagai seorang konten kreator pada channel YouTube memiliki andil dalam perkembangan bahasa. Hal ini dibuktikan dengan temuan-temuan register dan analisis fungsi bahasa yang diperoleh dengan cara menelaah setiap tuturan bahasa yang dituturkan oleh Juicyjas. Latar belakang seorang konten kreator secara tidak langsung memberi dorongan dan kesempatan Juicyjas untuk memperoleh bahasa baru yang dapat dianalisis dengan ilmu linguistik dalam hal ini lingkup sosiolinguistik.

Kata Kunci: *Sosiolinguistik, Register, Fungsi Bahasa, YouTube, Video Blog Juicyjas*

Abstract

This study aims to identify and analyze the makeup registers found in the video blogging of JuicyJas' YouTube Channel and to determine the language functions contained within these registers. This study uses a qualitative descriptive method, with the Juicyjas YouTube channel as a data source. A total of 39 utterances were selected as representative samples to reflect the types of registers based on Martin Joos' theory and language functions based on Halliday's theory. This study found that Juicyjas, as a content creator on the YouTube channel, has a role in language development. This is evidenced by the findings of the register and analysis of language functions obtained by examining each language utterance spoken by Juicyjas. The background of a content creator indirectly provides encouragement and opportunity for Juicyjas to acquire a new language that can be analyzed with linguistics, in this case, the scope of sociolinguistics.

Keywords: *Sociolinguistics, Register, Language Function, YouTube, Juicyjas' video blogging*

INTRODUCTION

Holmes (1992, p.1) defines sociolinguistics as the relationship between language and society. Everything related to language and society can be considered as an inevitable development. Language is also an effective means of communication, therefore, allowing one person to connect with another.

Sociolinguistics investigates all issues relating the social structure of language behavior, including both language usage and language attitudes. It is possible to study not just social studies, but also linguistics studies, which are closely related. As a result, sociolinguistics is another term for the study of language and its users. Sociolinguistics related to the relationship between language and the people who use the language (Halliday, 2014).

According to Verderber (1999, p.52) the body of words and the system for their use in communicating that are common to the people of the same community or nation, the same geographical area, or the same cultural tradition called language. Talking about the existence of community, geographic area, and culture, it also affects language. The language used by people with different backgrounds causes language to be something that can vary.

Holmes (2013) distinguishes between two perspectives on language variation: user-focused and use-oriented. Users perceive diversity based on regional dialects, gender, age, ethnicity, and social networks. Variation encompasses styles, situations, and registers. This study focuses on register, a language variation dependent on use. The term "register" refers to the language used by a group of people who share common interests or jobs (Holmes, 2001, p. 262). According to Holmes, a register is a linguistic variant that is used in a specific community and has distinct meanings. It is typically employed in specific situations, occupations, or organizations for specific goals.

There are several types of register or seen as level of formality as follow; oratorical, frozen or formal, consultative or business, casual or relaxed, and intimate by Martin Joos theory. In this case, special words are found in special social groups (professions) such as influencer, news broadcasters, health workers, and other occupations that have their characteristics and imply the meanings behind them. Profession as influencer is now starting to have an important role in the scope of society, YouTubers are one example of a profession that has begun to be widely chosen as a fast way to achieve success by capitalizing on creative ideas to create video content, namely video blogging, then uploaded on YouTube channels. Through these videos, there is also the possibility of a register words about makeup that can be researched. Thus, this study attempts to analyze the registers types that occurs in YouTube video blogging.

In examining the types of register and language function, this study uses the theory register by Martin Joos and language function by Halliday. This study focuses on analyzing the data from the monologues of the video blogging of Juicyjas YouTube Channel in 2022 as it has register utterances by conducting the research entitled **AN ANALYSIS OF REGISTER WORDS USED IN VIDEO BLOGGING OF JUICYJAS' YOUTUBE CHANNEL**.

RESEARCH METHOD

This study provides Martin Joos theory and Halliday theory with a discussion of registers as an element of language variety using a qualitative method and a descriptive approach. The types of register and language function of registers are determined by this study, which applies a sociolinguistic perspective to registers. The prominent registers of the existing types are looked for among a number of registers on the subject under consideration. This is a crucial guide for figuring out the solution to the problem and the outcomes.

Creswell (2009, p. 1) stated that qualitative research is a means for exploring and understanding the meaning individuals or groups ascribe to a social or human problem. The process of research involves emerging questions and procedures, data typically collected in the participant's setting, data analysis inductively building from particulars to general themes, the researcher making interpretations of the meaning of the data.

This study identifies register makeup in the monologues of the owner in video blogging Juicyjas' YouTube Channel in 2022. The data are analyzed using Martin Joos' theory of register, which is widely applied in literary studies. Martin Joos categorizes register into five types: frozen, casual, consultative, oratorical and intimate. This framework is used to classify the types of register and understand the language function of utterance in video blogging of Juicyjas.

FINDINGS AND DISCUSSIONS

A. Casual Register

This chapter is the result of a study which explains the collection of data contained in 12 videos on the Juicyjas YouTube channel on 2022 which was explained by Juicyjas as the account owner and video blogging in the videos that she made. The theories used to collect data are Martin Joos' theory to determine register types and Halliday's theory to analyze language function to register. Martin Joos outlined five types of register. These types include frozen, casual, consultative, oratorical and intimate. In this study, there are only casual register that found. According to Halliday, there are seven language function includes regulatory, interactional, personal, representational, heuristic, imaginative and instrumental. All of this language function is found. This study was conducted based on a monologue by

the video blogging. There are 39 highlighted data collected in the stage of each data analysis.

1. Casual Register with Regulatory Function

Datum 1

Juicyjas: “This one is a little bit more intense and vibrant when you apply it so the undertone of this is a little bit darker.” (00:03:16 – 00:03:24)

The sentence above focuses on the word "*undertone*" which is register. The register used is casual. Casual is described with a relaxed situation such as Juicyjas's use of more open clothes. The use of the word "*undertone*" is commonly used when discussing various makeup products. Many people are often confused about the difference between undertone and skintone, but in this case, video viewers can immediately understand the meaning of the undertone without explaining it in detail. This is in accordance with the characteristics of casual register, namely casual words that are easy for people in the group to understand, in this case makeup.

The function of language to the register above is a regulatory function. In the session "*This one is a little bit more intense and vibrant when you apply it*" the implied meaning is that when the product is applied it will produce a slightly more intense and vibrant makeup result which indirectly in stills confidence in the audience that what will happen will be in accordance with what Juicyjas said. The regulatory function is to make the audience follow what the Juicyjas says and does so that in the sentence above there is a regulatory function in accordance with what is proven.

2. Casual Register with Interactional Function

Datum 4

Juicyjas: “I'll tell you guys about more of the products in just a minute but like with these complexion products it's really good if you're oily skin.” (00:07:47 – 00:07:52)

The sentence above focuses on the word "*complexion*" as a register. The register used is casual. Casual is proven by the relaxed choice of words in explaining the Juicyjas's product or activity to the audience. In the session "*I'll tell you guys about more of the products in just a minute but like with these complexion products it's really good if you're oily skin.*" There are shortened words such as "*I'll*", "*it's*", and "*you're*" this shows the characteristics of a casual types that seems relaxed without any standard word selection. The situation created by the Juicyjas for the audience becomes informal and is not driven by a rigid situation.

The function of language to the register above is an interactional function. The sentence "*I'll tell you guys about more of the products in just a minute but like with these complexion products it's really good if you're oily skin.*" It can be interpreted as a way for the Juicyjas to still interact with the audience even though not directly. The terms "*I'll tell*

you guys.." and *"...if you're..."* are a form of the Juicyjas to interact as if inviting a conversation with the audience.

3. Casual Register with Personal Function

Datum 6

Juicyjas: "I actually really like the Ellie girl bronzer because of the undertone it's a little bit warm but it has that ashy tone to it." (00:01:57 – 00:02:02)

The sentence above focuses on the word *"ashy"* as a register. The register that used is casual. Casual register is proven by the choice of words that are familiar to makeup enthusiasts. In the sentence *"I actually really like the Ellie girl bronzer because of the undertone it's a little bit warm but it has that ashy tone to it."* There are words related to makeup such as *"the Ellie girl bronzer"* which is a bronzer with the brand The Ellie Girl, then *"undertone"* and *"ashy tone"*. These words are familiarly discussed in discussions about the world of makeup, also added to the Juicyjas's situation when explaining which seems relaxed and the use of outfits that are free and open to adjust to the topic of discussion.

The language function above is a personal function. The personal function is shown by an expression, namely an expression of the Juicyjas's feelings and opinions about a product. It is found in the section *"I actually really like the Ellie girl bronzer because of the undertone it's a little bit warm but it has that ashy tone to it."* The sentence fragment *"I actually really like the Ellie girl bronzer ..."* the Juicyjas states his personal opinion in the form of the word *"like"* about the product. This shows the personal opinion of the Juicyjas which is then conveyed to the audience so that it is directly proportional to the personal function.

4. Casual Register with Representational Function

Datum 28

Juicyjas: "The formula is great, it's not sticky and it makes your lips so wet and juicy." (00:18:14 – 00:18:18)

The sentence above focuses on the word "juicy" which is register. The register used is casual. Casual is proven by the sentences spoken by Juicyjas which are relaxed and easy to understand by the audience. The sentence *"The formula is great it's not sticky and it makes your lips so wet and juicy."* is an informal sentence form and is commonly used in everyday life. The sentence structure above is in the form of a simple and non-standard sentence. Then with the selection of several words such as "great" and "so wet and juicy" is Juicyjas's expressive form of the product. While in formal form, the sentence above should be in the following form "This product has a smooth, non-sticky texture and delivers a visibly moisturized, luminous finish to the lips" which is more suitable for formal needs such as advertisements, professional beauty articles, or product presentations.

The language function in the sentence above is a representational function. The sentence "*The formula is great it's not sticky and it made your lips so wet and juicy.*" has the meaning as a provider of information about a product. In the section "*The formula is great ...*" is information about the product formula then "*... it's not sticky and it made your lips so wet and juicy.*" as additional information on product quality and the results of using the product. The sentence above can be said to be a short description conveyed by Juicyjas to her audience so that it refers to the representational function.

5. Casual Register with Heuristic Function

Datum 36

Juicyjas: "One of my favorite things about the Charlotte Tilbury contour wand is how creamy and blendable." (00:07:43 – 00:07:48)

The sentence above focuses on the word "*blendable*" which is register. The register used is casual. Register casual is described in the section "*...how creamy and blendable*" explains the nature of the product being used. The word "*blendable*" is usually used to explain whether the product can be used comfortably or not. The word blendable is different from the word mix because both have different processes and purposes. Blendable usually shows how to apply a product by applying it directly to the face so that it can be evenly distributed and blend with other makeup parts, while mix requires mixing two different products or colors to produce a new color or shape. It can be concluded that "*blendable*" is included in casual category which has a different meaning from its comparison which can still be understood by viewers of Juicyjas's video.

The language function above is a heuristic function. This is because in the expression above, namely "*One of my favorite things about the Charlotte Tilbury contour wand is how creamy and blendable.*" is clearly a heuristic function characterized by having a question and answer sentence in one sentence. The heuristic function can also be said to be a problem-solving function. The problem solver in question is that the audience can directly get answers to questions raised by Juicyjas. In the "*how creamy and blendable*" section, there is a question word how about the nature of the product which previously contained the answer "*One of my favorite things about the charlotte tilbury contour wand is*".

6. Casual Register with Imaginative Function

Datum 37

Juicyjas: "Next thing she does is sets her face with the beauty bakery powder. She's using like a large fluffy brush." (00:09:58 – 00:10:02)

The sentence above focuses on the word "fluffy" which is the register. The register

above is casual. Casual is proven in the sentence *"Next thing she does is sets her face with the beauty bakery powder. She's using like a large fluffy brush."* which has a relaxed and informal language structure. Some of them have the informal *"next thing she does is"* part which is usually used in everyday life, there are other informal filler words, namely "like" and a casual type in *"a large fluffy brush"*. Furthermore, there is a shortened word, namely "she's" which is originally "she is". This refers to a casual type according to some of the analysis results above.

The function of the sentence above is an imaginative function. The imaginative function is a function language that can be used to tell stories about things done by other people so that it requires creativity in its delivery. In the sentence *"Next thing she does is sets her face with the beauty bakery powder. She's using like a large fluffy brush."* contains a story or news about something someone did and then retold by Juicyjas. In the section *"Next thing she does is sets her face with the beauty bakery powder...."* There is the word "she" which indicates there is another party that Juicyjas is talking about, then "... She's using like a large fluffy brush." It is a further explanation of the things done by the characters in the story. This refers to the imaginative function as obtained from the analysis results above.

7. Casual Register with Instrumental Function

Datum 38

Juicyjas: "This is why I like to move it palette. Essence mauve its eyeshadow palette. I actually don't really love this but I want to recreate the look that I actually posted on my Instagram." (00:01:13 – 00:01:20)

The sentence above focuses on the word "palette" which is a register. The register of the sentence above is casual. Casual is proven by several shortenings of words in the sentence. *"This is why I like to move it palette. Essence mauve its eyeshadow palette. I actually don't really love this but I want to recreate the look that I actually posted on my Instagram."* namely the word "its" which has the original form "it is" and the word "don't" which has the original form "do not". The shortening of words functions as a way to make Juicyjas's explanation time more efficient considering that the explanation above is quite long and requires shortening in order to save time. The sentence structure above is commonly found in everyday discussions or light conversations so that it is relaxed and easy for many people to understand.

The language function of the sentence above is an instrumental function. The instrumental function in the sentence *"This is why I like to move it palette. I actually don't really love this but I want to recreate the look that I actually posted on my Instagram."* is marked by the sentence fragment "This is why I like to move it palette" which expresses Juicyjas's desire to do something, then in the part *"... I actually don't really love this but I*

want to recreate the look that I actually posted on my Instagram." Is a form of desire accompanied by several words that influence the audience's mind to agree with what is conveyed. This refers to the instrumental function to influence the audience based on Juicyjas's thoughts on the product used.

CONCLUSIONS AND SUGGESTIONS

Conclusion

The study found 39 cases of register in the video blogging of Juicyjas' YouTube Channel. Based on Martin Joos' five types, one was identified: Casual register (39 times). All analyzed makeup register data falls into the casual type category. In casual types, there regulatory function has 3 data, interactional function has 1 data, personal function has 19 data, representational function has 12 data, heuristic function has 1 data, imaginative function has 1 data and instrumental function has 2 data.

The dominant finding in the language function found in the register is personal function. This shows that Juicyjas expresses many opinions, ideas and thoughts personally in each of her videos. Juicyjas's makeup videos are done by herself, starting from taking videos, reviewing several makeup products and discussing them directly when using the products. This shows that every action taken or word spoken is obtained from Juicyjas's own activities without any encouragement or assistance from other parties.

This study found that Juicyjas as a content creator on a YouTube channel has a role in language development. This is evidenced by the findings of registers and language function analysis obtained by examining each language utterance spoken by Juicyjas. The background of a content creator indirectly provides encouragement and opportunity for Juicyjas to acquire a new language that can be analyzed with linguistics in this case the scope of sociolinguistics.

Suggestions

This study found one of the types of register and all language function of register. However, the study still needs to be expanded in several ways. Therefore, this study provides several suggestions for further research. First, this study suggests that other studies can use other discussion, namely focusing more on the types of conversations that occur directly between two directions. Second, other studies can examine new object, such as interview with sources, written texts and speeches by influential public figures. Furthermore, further research can choose other object such as television news that has more variety of topics.

REFERENCES

- Creswell, J. W. (2009). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (3rd ed.). Thousand Oaks, CA: Sage Publications.
- Halliday, M. A. K. (2014). *Spoken and written language*. Oxford: Oxford University Press.
- Halliday, Michael A.K. and Ruqaiya Hasan (1990). *Language, context, and text: aspects of language in a social-semiotic perspective*. Oxford: oxford.
- Halliday, M. A. K. (1994). Contexts of English Perspectives on English: Studies in Honour of Professor Emma Vorlat, 2, 449-468
- Holmes, Janet. (1992). *An Introduction to Sociolinguistics*. London and New York: Longman.
- Holmes, J. (2001). *An Introduction to sociolinguistics* (2nd ed). London: Longman.
- Holmes, J. (2013). Doing discourse analysis in sociolinguistics. *Research methods in sociolinguistics: A practical guide*, 177-193.
- Holmes, J. (2013). *An Introduction to Sociolinguistics* (Fourth Edition). New York: Routledge.
- Joos, Martin. (1967). *The Five Clocks*. New York: Harcourt, Brace & World. Retrieved from archive.org:
<https://archive.org/details/fiveclockslingui0000joos/page/13/mode/1up?view=theater>
- Verderber, R. F. (1999). *Speech for effective communication*. Holt Rinehart and Winston.