

## Analysis of Register Used In Female Daily Network

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### Abstract

This study discusses about or what forms of registers are used in the Female Daily Network platform which is studied with sociolinguistics. The study participants were active members of the Female Daily Network who contributed to various beauty-related discussions and topics. The data used consists of articles, discussions, and responses collected from various relevant threads and topics. The research method used in this study is qualitative descriptive method. The register refers to the variety of languages used by forum members according to the context and purpose of communication. This research used Martin Joos (1976)'s theory about the types of the register. The data on this research is in the form of textual data. Data collection technique by observing, collect, or choose the data. However, this study added one method for collecting data, namely by capturing screens or screenshots. Data analysis uses register analysis, which analyzes specific vocabulary, term, or colloquialism used in a particular community. The method of presenting data is an informal method, that is, using words that are easy to understand. The findings of this research provide a deeper understanding of the register used in the Female Daily Network. The study reveals the various registers employed by forum members in the context of beauty and women's lifestyle. The research findings offer insights into language preferences and communication styles within this online community.

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## I. INTRODUCTION

Sociolinguistics is a field of study that focuses on the relationship between language and society. It investigate how language varies and changes within social groups, communities, and individuals, and how social factors influence language use and language attitudes. Linguistic variation is essential component of sociolinguistics. It refers to the systematic differences that exist in how language is used and structured across different social groups, region, and contexts. Linguistic variation encompasses various aspects, including phonological (sounds), morphological (word structure), syntactic (sentence structure), and lexical (vocabulary) differences. Sociolinguists study linguistic variation to understand how language reflects and shapes social identities, social structures, and social interactions.

In sociolinguistics, a language variety, also called dialect, is a specific form of a language or language cluster. It is a general term for any distinctive form of a language or linguistic expression.

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This may include languages, dialects, registers, styles, or other forms of language, as well as a standard variety. The use of the word "variety" to refer to the different forms avoids the use of the term language, which many people associate only with the standard language, and the term dialect, which is often associated with nonstandard varieties, thought of as less prestigious or "correct" than the standard. Linguists speak of both standard and non-standard varieties. "Lect" avoids the problem in ambiguous cases of deciding whether two varieties are distinct languages or dialects of a single language. By analyzing language variation, sociolinguist can identify linguistic features that are associated with specific social groups or context..

A register is a variety of language used for a particular purpose or in a particular social setting. The register is one branch of sociolinguistic that studies language in certain fields. The characteristics of each community and certain fields can make the language used unique. The register is also a variety of language that is different from the other because of the distinctiveness of its use. This statement is corroborated by Nababan in Chair (2004: 68) who said that variations in language with it are used or usage called registers. Register means the language of a group of people with common interest or job or the language used in situation associated with such grup. They are determined by such factors as social occasion, context, purpose, and audience. Registers are used in all forms of communication, including written, spoken, and signed.

The author is interested in discussing the registers on the Female Daily Network platform. Female Daily Network is an online platform that focuses on beauty, lifestyle, and health issues for women. The Female Daily Network has built a strong reputation as a trusted source of beauty, lifestyle and health information for women. They have accumulated a large following and high user loyalty. The content presented by this platform is varied and of high quality, ranging from informative articles, product reviews, to lifestyle guides. The content is well curated and endorsed by renowned authors, beauty experts and influencers who provide users with up-to-date and trusted information. In addition, the Female Daily Network has succeeded in building an active and solid community. They provide discussion rooms and online forums where users can share experiences, provide advice, and support each other in their beauty and lifestyle journey. Interaction between users and high participation make this community a friendly and useful place for users.

Female Daily Network has also collaborated with leading brands in the beauty and lifestyle industry. This shows the trust these brands have in Female Daily Network as an influential platform and has the potential to reach the target audience. Female Daily Network has received various awards, such as the Indonesia Digital Innovation Award, Social Media Icon Award, PR Indonesian Awards, Digital Marketing Awards, and Indonesian Brand Champion Awards. This award recognizes the achievements and contributions of the Female Daily Network in advancing the beauty and lifestyle industry. In addition, the award received is also a form of trust and appreciation from the public and the beauty industry for the role of the Female Daily Network as a leading platform in its field.

Female Daily Network shows the diversity of registers found in the platform. In the Female Daily Network platform, there is a register of typical usage that reflects the style of language used in the context of women's beauty and lifestyle. From informative articles to product reviews, when it comes to informative articles, product reviews, or expert advice, a more professional register is employed. This includes the use of specialized terminology, formal language, and a tone that reflects the expertise and authority of the writers. Beside that, as Female Daily Network focuses on beauty and lifestyle topics, a specific register related to these areas is utilized. It includes industry-specific terms, cosmetic product names, skincare jargon, to cater the interests and needs of the target audience.

Female Daily Network also collaborates with influencers and experts in the beauty and lifestyle industry. Analyzing the register used by these influencers and how it resonates with the audience can provide insights into the language choices that effectively engage and influence the community members. It can also highlight the impact of influencer-driven content on language trends and usage within the platform. Other than that, Female Daily Network fosters active user engagement through forums, comments, and discussions. Analyzing the register used in these interactions can reveal the language styles, tone, and levels of formality preferred by the community members when communicating with others.

Based on the explanation above, the researcher focuses on sociolinguistics analysis studying about the register as a kind of language variation. Overall, registers on the Female Daily Network are an interesting object to analyze because they provide insight into user's language preferences, language patterns in the beauty and lifestyle industry, influencer influence, user interaction, and sociolinguistic aspects in the community.

## II. METHODS

This research is a qualitative descriptive research. Descriptive qualitative is a data collection technique by observing, collect, or choose the data. However, this study added one method for collecting data, namely by capturing screens or screenshots. The data of this research was taken from a digital platform called Female Daily Network. Researchers took two sources of data to support this research, that is the data taken from articles published by the Female Daily Network and data taken from discussion groups between members in the Female Daily Network forum. The data analysis process begins with data collection from the Female Daily app, data reduction, data presentation with graphics and screenshots, and forming conclusions.

To complete this research, the writer finds some other study related to the Register from the previous researcher, they are: The first previous research finding come from Noka Leoni Krisnawati (2013), in their research entitled "A Sociolinguistics Of Fashion Register In Cosmo Girl Magazine". The similarity of research between previous research and current research is focus on register as a part of language varieties in sociolinguistics. Also, they both used qualitative data as their method to do the reasearcher. The previous research used qualitative to identify the linguistics form word that is used in Fashion language and to describe the meaning of register word that used in Fashion at Cosmo Girl Magazine. And the current research used qualitative data to identify the data of register that found out in Female Daily Network. The different between this two researcher is the object of the research, in the previous research the object is fashion register in Cosmo Girl Magazine meanwhile the current research the object is register used in Female Daily Network.

Second, previous research finding come from Tut Yanti (2019), in their research entitled "An Analysis of Register in the Conversation of Police Members of Gowa Police Resort". The similarity between this previous research and current research is focus on language variation that is register, the previous research also analyzed the type of register used between police members in their daily colloquialism. The difference, between this current research and the previous research is this current research, researcher only found the data on Female Daily Network which is after the researcher analyzed, the data was identify as a casual register. Meanwhile, the previous research the data found was identify as four types of register, formal, casual, consultative, and frozen.

Sociolinguistics is a field of linguistics that examines or discusses aspects of language society, including the differences or variations in languages related to social and economic influences. Romaine (2000:1) stated that sociolinguistics focuses on the differences in the use of languages in society so that an object language learning another language. According to the statement,

sociolinguistics is the study of language usage in a society that does not focus on the formation of sentence structure but on difference in language use and language development.

Holmes (1992:2) defines sociolinguistics study as the relationship between language and society. They are interested in explaining why we speak differently in different social contexts, and they are concerned with identifying the social functions of language and the ways it is used to convey the social meaning. The researcher defines that sociolinguistic study about relationships between language and society that discuss differences in the use of languages in society so that an object language learning another language. Hudson (1996: 4) said that sociolinguistics is the study of language concerning society, implying that sociolinguistics is a part of the study of language. It recognizes that language is not only a system of communication but also a social phenomenon deeply intertwined with social structures, cultural norms, and individual identities.

It may be argued that sociolinguistics is a discipline of linguistics that aims to connect all aspects of language use in society by its social communities in its social interaction. It discusses not only the types of language used by individuals in their daily lives, but also why and how people employed various patterns of language when communicating with one another. The area of sociolinguistics which concern in this issues called as multilingualism concept. The starting point of multilingualism comes from understanding that there are many languages in the world. There can also be many languages used in a country. Variety of language is the main problem in sociolinguistics so that Kridalaksana (in Chaer & Agustina, 2004: 61) defines sociolinguistics as a branch of linguistics that tries to explain the characteristics of language varieties and determines the correlation of characteristics that language towards those of the social community.

Wardough in Vita and Monika (2014), there are several variations of language, for example: based on age, gender, occupation, and function. Afterward, one variation of language related to the specific communities is called the register. Registers are defined as vocabulary sets associated with certain professions, occupations or social groups (Wardough in Vita and Monika 2014).

According to Hudson (1996: 22) Language variety is consistent with the definition to treat all the languages of a multilingual speaker, or community, as a single variety, because all the linguistic items concerned have a similar social distribution, and they are used by the same speaker or community. Furthermore, according to Wardough in Waridah (2015: 85) language variation is a set of human speech patterns that suffice sounds, words, and grammatical traits that can uniquely be attributed to external factors, such as geographic and social factors. The varieties of language will vary since the community is as the agent of the communication process, are homogenous. Each has distinctive social characteristics, as a group of communities that may consist of a society whose various cultural and social backgrounds. Furthermore, Alwasilah in Farikha N. A (2013: 1) states that there are six term in sosiolinguistics. Those are style, slang, colloquial, jargon, argot and register. All of them can be found in every speaker of any language.

According to the statement above, it is also worth that language always formed in society. Since the members of the society have different background and activities, there are also some different languages. For example, the language of entertaining is different from the language of delivering a speech. Each of them has its characteristics and it usually called register. In linguistic analysis, different styles of language technically called register. In linguistics, the register is the way a speaker uses language very different in different situation. Suwito in Shahamatun (2013: 2) said that the register as a form of variation of language due to the characteristic nature of its needs. According to Cristal in Dicky (2017: 26), register refers to a variety of language defined according to its use in social situations. Think about the words that you want to use, the tone of your voice,

even your body language. You maybe behave very differently talking with close friend or in community than you would at a formal situation such as in an interview for a job.

Registers are marked by various special vocabulary and turn of phrases, colloquialism and the use of jargon, and a difference in intonation and pace. In "*The Study of Language*," George Yule (2010). Registers used in all forms of communication, including written, spoken, and signed. Depending on grammar, syntax, and tone, the register may be extremely rigid or very intimate. You do not even need to use an actual word to communicate effectively. As language variations are usually changed by three main factors, namely geographic which gives rise to geographical dialects, social factors related to social class, educational status, and background. This then gives rise to social dialects, and registers. Registers are descriptions of different languages according to the formal and whether a situation, profession and means of language. In English, there are 5 levels of formalities on the language bellow are followings:

a. Frozen

This form is sometimes called the static register because it refers to historic language or communication that is intended to remain unchanged, like a constitution or prayer. Examples: The Bible, the United States Constitution, the Bhagavad Gita, "Romeo and Juliet."

b. Formal

Less rigid but still constrained, the formal register is used in professional, academic, or legal settings where communication is expected to be respectful, uninterrupted, and restrained. Slang is never used, and contractions are rare. Examples: a TED talk, a business presentation, the Encyclopaedia Britannica, "Gray's Anatomy," by Henry Gray.

c. Consultative

People use this register often in conversation when they're speaking with someone who has specialized knowledge or who is offering advice. Tone is often respectful (use of courtesy titles) but may be more casual if the relationship is longstanding or friendly (a family doctor.) Slang is sometimes used, people may pause or interrupt one another. Examples: the local TV news broadcast, an annual physical, a service provider like a plumber.

d. Casual

This is the register people use when they're with friends, close acquaintances and co-workers, and family. It's probably the one you think of when you consider how you talk with other people, often in a group setting. Use of slang, contractions, and vernacular grammar is all common, and people may also use expletives or off-color language in some settings. Examples: a birthday party, a backyard barbecue.

e. Intimate

Linguists say this register is reserved for special occasions, usually between only two people and often in private. Intimate language may be something as simple as an inside joke between two college friends or a word whispered in a lover's ear.

### III. RESULTS

This chapter explains the findings, analysis and discussions of the research. Findings are divided into two points which explains the types of registers in the forum, comment, beauty review, article and conversation among its users in Female Daily Network. By analyzing the interplay of these registers, this study illuminates the linguistic dynamics at play in the Female Daily Network and contributes to our understanding of how language functions within online beauty communities.

## 1. Types of Register

### A. Casual Register

This register shows a more casual, and occasionally colloquial, manner of speech. In the casual register, the writer will use more permissive vocabulary, such as slang terms, phrases, and a more conversational or friendly tone of style. Informal or Casual register can be found on conversations, social media captions, informal blogs or article, and beauty review forum.

#### Quotation 1

The data of this research was taken from one of the article in Female Daily entitled “Super Stunning! Ini Dia Bocoran Makeup Sofia Richie saat Menikah.” The researcher found language register used in this article.

*nggak cuma itu saja, penampilan Sofia juga jadi highlight karena ia tampil effortlessly stunning. (*

From the quotation above, the researcher found some form of language register. The phrase “*effortlessly stunning*” expresses the idea that someone looks stunning or beautiful so easily and without any visible effort. It reflects the aspiration to have a naturally attractive appearance without having to spend a lot of time or effort in self care. Phrase “*effortlessly stunning*” represent a combination of language elements that can be used in various registers depending on the context. The phrase itself combines elements of descriptive language (“stunning”) and adverbial language (“effortlessly”). The word “stunning” conveys a sense of beauty, attractiveness, or impressiveness, while the adverb “effortlessly” suggests that this quality is achieved without apparent effort or difficulty.

#### Quotation 2

The data of this research was taken from one of the article in Female Daily entitled “Memiliki Wajah Glowing, Wonyoung IVE Beberkan Rahasia Kecantikannya.” The researcher found language register used in this article.

*nggak heran jika Wonyoung selalu tampil dengan wajah yang segar meski dalam keadaan bare face.*

From the quotation above, the researcher found some form of language register. The phrase “*bare face*” in this context, refer to cosmetic trends or discussions about taking care of facial skin without using makeup.

#### Quotation 3

The data of this research was taken from one of the article in Female Daily entitled “Stop Lakukan Hal Ini Kalau Ingin Punya Kulit Glowing di Usia 40-an seperti Song Hye Kyo”

*Oleh karena itu, kamu harus rajin melakukan double cleansing seperti yang dilakukan Song Hye Kyo*

From the quotation above, the researcher found some form of language register. The phrase “*double cleansing*”, double cleansing is a skincare technique that involves cleansing the face twice using two different types of cleansers. The term “*double cleansing*” is commonly used and recognized within beauty community as in Female Daily, especially among skincare enthusiasts and professionals. By using the term “*double cleansing*” within the beauty register, individuals can communicate and engage in conversations specifically focused on the skincare technique, sharing tips, experiences, and product recommendations related to achieving clean and healthy skin.

#### Quotation 4

The data of this research was taken from one of the article in Female Daily entitled “Intip 4 Rekomendasi Liquid Blush yang Pigmented dari Brand Lokal”

*Formula liquid blush ini tuh cair, tapi super pigmented*

From the quotation above, the researcher found some form of language register. The term “*pigmented*” in the context of makeup, refers to the intensity, richness, or color payoff of a cosmetic product, particularly eyeshadows, blushes, or lipsticks. When a makeup product is described as “*pigmented*”, it means it has a high color concentration, resulting in intense, vibrant, and noticeable color when applied to the skin.

#### Quotation 5

The data of this research was taken from one of the article in Female Daily entitled “MUA Vogueskin Spill Semua Hal tentang Makeup Putri Marino di Cannes Festival”  
*Nah, itulah rahasia makeup flawless Putri Marino di Cannes Festival*

From the quotation above, the researcher found some form of language register. The term “*flawless*” in the context of the makeup, referring to a person’s appearance “*flawless*” typically described someone with an exceptionally smooth, clear, and blemish-free complexion. It suggest that their skin is without any visible acne, scars, wrinkles, or other skin imperfections.

#### Quotation 6

The data of this research was taken from Female Daily group discussion. The researcher found some comment from Female Daily’s user.

“Hai semua! Mau tanya, kalo lagi nerapin skin cycling dan mau pake acne spot itu boleh pakai dihari recovery nya ngga ya?” (Athena\_apik, Female Daily Network forum, Skincare Newbies, Juni 2023)

From the quotation above, the researcher found some form of language register. The term *skin cycling* typically refers to the natural process of the skin’s renewal and regeneration. It is often used to describe the cyclical changes that occur in the skin over a period of time, such as on daily, weekly, or monthly basis.

#### Quotation 7

After reviewing the discussions on the Female Daily Network forum, the researcher found the data, explain below:

“Halo kak, boleh rekomendasi exfoliating toner buat pemula ga? aku belum pernah pake sebelumnya dan mau pake karena hidung aku kasar banget + ada komedonya, tolong rekomendasi yang sesuai kantong pelajar ya makasi” (Aeris, Female Daily Network forum, Skincare Newbies, Juni 2023).

From the data above, the researcher found some term of register used in Female Daily Network group discussion *exfoliating toner*, *exfoliating toner* refers to a type of skincare product that combines the benefits of a toner and exfoliator. It is designed to gently exfoliate the skin’s surface, removing dead skin cells, unclogging pores, and promoting cell turnover. The exfoliating properties of these toners are usually derived from ingredients such as alpha-hydroxy acids (AHAs) or beta-hydroxy acids (BHAs). Exfoliating toners are typically applied after cleansing the face and before applying other skincare products such as serums or moisturizer.

#### Quotation 8

After reviewing the discussions on the Female Daily Network forum, the researcher found the data, explain below:

“Hai kak, izin bertanya, aku baru aja nyoba serum somethinc 5% niacinamide. Kira-kira boleh digabung ga sih sama moisturizer skintific masih niacinamide (pink)?” (D2zingly, Female Daily Network forum, Skincare Newbies, Mei 2023).

From the data above, the researcher found some term of register used in Female Daily Network group discussion *niacinamide*, *niacinamide* is a form of vitamin B3 that is commonly used in skincare products. It is a water-soluble vitamin that offers various benefits for the skin. In skincare,

niacinamide is typically used as an active ingredient in serums, moisturizers, creams, toners, and other topical formulations.

#### Quotation 9

After reviewing the discussion on the Female Daily Network forum, the researcher found the data explain below:

“Dear para FD Babes yang budiman, saran eye cream yang bisa mudarin dark circles dong. Soalnya undereye ku gaada eyebags tapi dark circlesnya lumayan jelas keliatannya. Boleh treatment lain selain eye cream maupun tipsnya ya!” (Fanny\_nra Female Daily Network forum, Skincare Newbies, Mei 2023)

From the explanation above, the researcher found some term of register used in the Female Daily Network group discussion that is *dark circles* and *eye bags*. *Dark circles* is typically refer to the discoloration or darkness that appears in the skin around the lower eyelids. *Dark circles* caused by lack of sleep, pigmentation, aging or lifestyle factors. Meanwhile *eye bags* refer to the swelling or puffiness that appears under the eyes. They are commonly characterized by a sagging or puffy appearance in the lower eyelid area. *Eye bags* can be temporary or persistent, and they are typically a cosmetic concern rather than a medical condition.

#### Quotation 10

After reviewing the discussion on the Female Daily Network forum, the researcher found the data explain below:

“Rekomendasiin tinted sunscreen dong guys, jangan yg gampang luntur yaaa, lg pingin nyoba tinted sunscreen karena liat orang2 pake itu jadi sat set bgt makeup nya.” (Shittasetiana, Female Daily Network forum, Skincare Newbies, Juni 2023)

From the explanation above, the researcher found some term of register used in the Female Daily Network group discussion that is *tinted sunscreen*. *Tinted sunscreen* refers to a type of sunscreen that contains a tint or pigment, providing some coverage or color to the skin while also offering sun protection. It combines the benefits of sunscreen, which help protect the skin from harmful UV rays, with a tinted formula that can provide a sheer or light coverage, similar to a foundation or tinted moisturizer.

## IV. CONCLUSIONS

Based on the results of the research and discussion conducted regarding the analysis of the registers used in the Female Daily Network platform, the following conclusions were found. *First*, the register used as a form of language variety from interactions between members of the Female Daily group is the casual register, this can be seen from conversations that use colloquialism and informal language. Second, the use of registers in the Female Daily Network community is a form of identity for the beauty community. Female Daily itself also discusses beauty content, product reviews, and facial skin problems which have led to the appearance of a special language, namely the register of language variations.

This research is expected to add insight to readers regarding the development of existing language variations. In addition, this research is also expected to be useful as knowledge regarding register forms that refer to beauty. Especially for students and lecturers, research is expected to be able to provide opportunities for students to study the field of applied linguistics

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