CHAPTER II

REVIEW OF RELATED LITERATURE

This section explains review of related literature based on relevant theories and sources which related to the topic. The discussions are about sociolinguistics, speech community, language variation and register.

2.1 Sociolinguistics

Language is usually the collection of words and rules that have a similarity. Language is also called the technique of speaking that show in meaningful to human subjects. Thus, language is the things that consist of speech community as much as they say and know (Martinez del Castillo, 2017).

Language and society cannot be distinct because of a part in sociolinguistics. Sociolinguistics is a study about the level of increasing the language used in society (Nevalainen, 2005). Moreover, sociolinguistics not only focused on sentence structure but also focused on language development and language use in society.

Thus, this study concludes that sociolinguistics discusses the differences in language use. In this case, sociolinguistic as a part of linguistics which is concerned with social and cultural phenomenon (Siregar, 2014).
2.2 Speech Community

Speech community is the important concept of language variation and become instrument in communication. Speech community is one of those global that is generally used in sociolinguistics (Labov, 1985). So that, speech community is the crucial notion because language is both an individual and social possession. In addition, we can say that speech community is consist of people who are in habitual contact with each other of interpreting the different language varieties used in the area. Different group can create different speech community.

Based on the definition above, speech community is group of people who have similar gender, age, profession and region at least a single language variation for instance register.

2.3 Language Variation

As we know, people can share their knowledge, transfer any ideas and give information to each other by using language. Language variation is a kind of language which is used in situation, condition and society. Language variety consist of social varieties and language function. There are many varieties of language used in society.

Varieties are used group to group, speaker to speaker, in terms of the pronunciation of a language, the choice of words and the meaning of those words. In this case, the variation of language proves different ways of speakers to say the same thing. Briefly, bilingualism and multilingualism are part of language variation which is used in different situations, condition and societies (Qader, Shareah, Abdulhakim, Mudhsh, & Hamid, 2014)
For instance, when talking about language variation it means that cannot be separated from talking about teenagers' creativity. In informal situations such as slang, colloquial, code-mixing, code-switching and regional language are the language variation that usually used by teenagers in their daily communication. Thus, each variety of languages has different styles and characteristics to show their identity (Suhardianto, 2008). There are several points in language variation such as dialect, slang, jargon, style and register. Are described in the following parts:

2.3.1 Dialect

Every language has varieties or dialects. Dialect is the original form of language that combines with social regional, ethnic and group but the different from other varieties of language by its own linguistics features such as vocabulary, pronunciation and grammar. Dialect also catches the social structure as gender and the origin class which is saying the same thing but different. The notion has some application in relation to social background of person (Tegegne, 2015).

2.3.2 Slang

Nowadays, the entity of slang has been spread in society. All of the people used it in their daily conversations. It was very delightful to know what slang deeply. Slang is highly informal and regularly used in colloquial speech. Moreover, when people want to combine new and old vocabulary so that it creates a new meaning which is called slang (Zhou & Fan, 2013). The goal of slang is already become a social need, not to change the word. It proofs
that everyone creates a new language as their activity. For instance, grass and pot widened their meaning to “marijuana”; pig and fuzz are derogatory terms for “policeman”.

2.3.3 Jargon

Jargon is the specific terminology used to support our interest and occupations. The only people from these professions or group that know the meaning of their own jargon. In addition, jargon is a type of shorthand between members of a particular group of people. It means that jargon is created for specific function by the people who engage in regular situation, usually it is quite easy to find the meaning of jargon without using special dictionary. It is supported by (Patoko & Yazdanifard, 2014). For example, OTW means On the Way, BTW means By The Way, HT means Handy Talky, CYA means see you about.

2.3.4 Style

Every people speak in different situation usually use different style. Style is the way speakers speak, the speaker also make a choice weather informal and formal (Wardhaugh, 2006). It means that style is one of language variation to adapt people with their circumstance in using formal or informal style. In short, many people have their own style because style is the way in which a person uses language in speech or writing.
2.3.5 Register

Register is language variety which depends on the function used by profession groups in form of words or sentences (Isaac, 2014). Another definition of register is a degree of formality in social relation or group of people in working relation. Doctor, beauty shop, police, social media, the communication among them are only comprehend by their own community. In addition, register can be called as the way of speaking that are defined principally by who speakers are addressing. For example register used by employee such as “Extend” it means guests extend of stay in the hotel more than two nights. But the other group like beauty shop the word “Extend” that has different meaning which means there is a woman that want to make his hair long. It is also supported by (Wardhaugh, 2006)

Based on the definition above, it concludes that register is one of the various language used by a social group that has a similarity in vocabulary features of intonation that is use to distinguish with other language and group occupational (Odebunmi, 2007).

2.4 Types of Register

The classified register as presented below by (Hunt, 1999).

2.4.1 Formal Register

A formal register is used in professional, academic, or legal settings where communication is expected to be respectful and uninterrupted. Slang is never used, and contractions are rare. Examples: a TED talk, a business presentation, the Encyclopaedia
Brittanica, "Gray's Anatomy," by Henry Gray (Eaton, 1967). This register used for most academic and scientific publishing.

### 2.4.2 Informal Register

Informal register is defined as a type of register used with more familiar people in casual conversation. The features of this register are different from the familiar register as more care is taken with grammar etc. However, the tone is conversational, using colloquial language, compared to the formal register. When informal register is used, the participants involved have equal status.

An example of this registers would be a scene in the My Deaf Family pilot where a mother is driving using informal ASL (Robertson, 2015).

### 2.4.3 Over Formal Register

This register is used when ASL users of different dialectic backgrounds meet and communicate with each other, and widely used as the register deaf people use to communicate with non-native and hearing ASL users. It is more formal than 'Casual,' but not as rigid as 'Formal' (Ogden, 2014). You can also see this register used when deaf professionals (doctors, lawyers, teachers, accountants, etc.) interact with deaf clientele.

### 2.4.4 Motherese

A type of register characterized by high-pitched, elongated sounds and "sing-song" intonation. It is used when people speak to infants, young children, or pets
Baby talk is not also childbound, it serves not only as a register to use when speaking with small children, but features of baby talk are used among speakers of all ages. For example, doggy for dog, kitty for cat, piggy for pig.

Motherese is the register used by adults to young children, variously termed "baby talks", "caretaker talk" and "child-directed speech in known to involve alterations in pronoun usage (Cooper, 1997).

2.4.5 Reporting Register

A type of register characterized by easily verbal and non-verbal cues: flat intonation, rapid rate of speech, relatively low pitch, absence of marked facial expressions and gestures. The example of reporting register found on the reporting TV news, they use expression and a gesture while saying “Tuesday’s quite originated off shore in the Nazca-South American subduction zone – a region where one tectonic plate dives beneath, giving rise to mega thrust earthquake since 1877”.

2.5 Front Office

Front office define in terms of its role as the main contact point for guests within the hotel. Generally, front office can be taken to include those areas of activity which centre on the reception desk and its allied areas where the main focus is on “meeting and greeting” guests, providing information during their stay and processing their departure, including payment (Gumaste, 2010).
The employees working in front office undertake an important task in building up a hotel’s image and reputation. Therefore, skills and quality of staff are among the most important factors in underpinning the competitive success of the hotel.

2.6 Sections of Front Office Department

The section of front office department is presented below (Baum, 2006):
1. An Assistant Duty Manager is assisting the manager in organizing, planning, implementing strategy and coordinating retail store operations.
2. Front Office Supervisor is management of daily front office operations and work with customers and guests.
3. Reservation is the employee responsible for accepting or rejecting the reservations made by the guests from different modes such as telephone, email, fax, etc.
4. Bellboy is also known as bellhops, provide assistance to guests with their luggage and transportation needs.

2.7 The Balava Hotel

The Balava hotel is the second hotel from a Zeeti International Management and becomes a four-star rated hotel. This hotel has a unique combination of Javanese and Balinese tradition. The position is strategic near with the Old Town railway station. As well, there is also a special place in the rooftop of The Balava it is called the D'toengkoe sky fireplace-lounge the towering provides a relaxing atmosphere and peaceful at night.

Shortly, this hotel show that employees show when their duty using registers in daily conversation especially in front office department. For example, Early check-in means that guests arriving earlier than check-in time policy, Early check-out means that guests late check-out than check-out time policy.