CHAPTER 1

INTRODUCTION

1.1 Research Background

In linguistics, a register means a variety of language used by certain social group for a certain purpose. Wardhough (2006:49) states that sets of language items associated with discrete occupational or social groups are called register. Doctors, pilots, manager, white collar workers, entrepreneurs, and teachers are using different registers. There are many terms that are used by those social groups which have certain meanings and functions and will cause misunderstanding for people who are not included in it.

There is no limit to the ways which people tends to league themselves together for self-identification, security gain, amusement, or any other purposes that are held in common; which means that there is no limit to the number and variety of speech community that are found in society. It explains that particular group in society forms a language community to get amusement and also to keep secret communication between themselves. The members of this social group will improve and develop new linguistic codes. It means that language only represents this certain social groups. The concept of self-identity indicates that every social group has its own language codes to communicate with its members. The social group existence causes languages used to vary. Certain social group has special characteristics in communication among its members. They use codes of certain language that is only comprehend by members of the same social group, for

example, social group of Hitmansystem. Hitmansystem is a consulting company that professionally educates Indonesian men about how to pick up women and also about lifestyle and management of healthy love life.

Hitmansystem members are people who joined the seminar or online classes. At first, the members learn on how to pick up women, but when members are already in relationship with someone, they learn to manage their love life.

Hitmansystem members are spread across Indonesia. They established a smaller community (brotherhood cell) in big city around Indonesia. For example, In Bandung they have *Tukang Pukul Bandung* (TPB), in Surabaya they have *Glossy Heroes* (Glory), in Bali they have *Espadevata,* and in Malang they have *Malang Affection Community* (MAC). The members of these social groups also use special language used in communicating among the group members. They use this language exclusively which is distributed for their own members. This is due to how unusual their social group activity in Indonesia which are approaching women, instant date and so on. Therefore, they cover their behavior and also identity by using register. They have their own language, which mostly symbolizes everything related to their daily and social activity.

Register has particular characteristics in communication. These language phenomena intentionally are created to mean certain function. Therefore, it is interesting to be observed. So that all meaning behind registers used by MAC members can be revealed. Thus, the researcher wants to study about the register used by MAC.

The usage of register used by MAC has never been researched before. This research deserves to be conducted because it can give new distinction for research world in the field of sociolinguistics. The register used by the member of MAC is selected by the researcher as research object with consideration that most of its member intensively use it.

This research is expected to give contribution on the development of linguistics research particularly in sociolinguistics in Indonesia.

1.2 Research Problems

The problems that are going to be discussed in this research paper can be stated as follows:

1. What registers are used by MAC in their social communication among its members?

2. What are the meanings in context of registers used by the members of MAC?

3. What are the factors that support them to use register in their social communication among the members of MAC?

1.3 Research Objectives

The purposes of the study are formulated to answer the research questions, as the following:

1. To know the registers used by MAC in their social communication among its members.

2. To know the meaning in context of registers used by the members of MAC.

3. To know the factors that supports them to use register in their social communication among the members of MAC.

1.4 Research Significance

It is expected that the result of the study can contribute the development of sociolinguistics subject:

For the lecturer of sociolinguistics, by knowing the result of the study, they will know and learn more about the register used in Indonesia.

For the students in Malang, by understanding the meaning of the register that MAC used, they will know variety of language in Malang used by MAC members.

1.5 Scope and Limitation

It is impossible to include all of the factors that probably influence the process of carrying out this research. The limit of this study is that the research object is the most active member of MAC. Thus, the writer focuses his study on the register used by the member of MAC in their social communication.

1.6 Definition of Key Terms

To avoid misunderstanding in terms and contents of the topic in this study, it is necessary for the researcher to define of the key terms used in this study.

1. *Register* is a variety of language defined according to its use in social situations, e.g. a register of scientific, religious, formal English. (Crystal, 1991:295)

2. Malang Affection Community (MAC) is part of *hitmansystem* and *kelascinta* in Indonesia. Their goal is to have a healthy and happy love life with any women they chose.