

REGISTER APPLICATION ON INSTAGRAM: BEAUTY PRODUCT

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Abstract

In the era of globalization, seller-buyer transactions happened a lot on Instagram's social media platform. A register is a language variation that is usually used in the seller-buyer transaction. This study aimed to analyze the register in Instagram used in a beauty product by examining the linguistic form that is viewed from the register variable situation and understanding the meaning of register in a beauty product. This research uses qualitative research by collecting the data, analyzing the data, analyzing the context, and identifying the data. The object of this research is an Instagram account by guardian_id that was taken in February-March 2020. Based on the analysis, the researcher found 20 data with two types of linguistic form, the unstable situation of register that is field, tenor, mode, and two types of meaning in the register.

Keywords: Instagram, Beauty product, Register.

INTRODUCTION

Language is often viewed as a thought tool, a system of expression that mediates the transfer of thought from one person to another. A language, on the contrary, is something coming from the outside, from the speech community, something offered to the speaking subject from the tradition in the technique of speaking (Castillo, 2015). Language played an important role while doing communication. Sociolinguistics is generally used for the study of the relationship between language and society. *Sociolinguistics* is the study that focuses on the relation of language and some factors, such as sex, social status, religion, situation, occupation, and race. This shows that language, for example, used by the different groups of sex, i.e., male and female, has different linguistics characteristics different, leading to different language variations (Megawati, 2017). It attempts to explain how language differs from one context to another across geographical borders and how people communicate with people in other contexts (e.g., nonnative-native speakers; nonnative-native speakers; and so on) (Bayyurt, 2013). In this way, the analysis of language comes within the range of social theory, provided the underlying concepts being realized in social context and patterns of behavior.

Therefore, it is possible, and is quite usual in what is nowadays called 'sociolinguistics,' to look at language behavior as a type of knowledge; so that although one's attention is focused on the social aspects of language (Halliday, 2007). People are talking with language variation to interpret communication and a way to build a social relationship. *Language variation* is a complex phenomenon that can be viewed from various perspectives (Zungu & Barnes, 2014).

A register is viewed as an occupational language of a group of specialists that functions as technical words used in the discussion about their specialty shaped by the work environment (Nurani, 2014). The register is the language variation that is usually used in seller-buyer interaction. A register can define as a variety according to use. In other words, the register is what people speak at that time, depending on what people did and the nature of the language's activity (Halliday & Hasan, 1989).

Social media are the interface through which we negotiate what is acceptable, exceptional, or beautiful (Boy & Uitermark, 2020). In this era, people are doing the transaction on social media especially Instagram. Instagram is a visual platform. As Marwick (2015) highlights, Instagram' intensified the importance of visual self-representation while offering 'other identity cues: the user's description of the photo and comments and likes by other users. It allows its users to do everything from within the smartphone app, from taking the picture or video to editing, adding filters, and sharing them on Instagram or across other platforms like Facebook and Twitter (Alhabash & Ma, 2017). That is why people are addicted to the app, and it is the opportunity for the seller to promote their commodity.

These days, human beings are attracted and addicted to skincare or something that nourishes and protects our skin from becoming better skin and avoiding skin problems called beauty products. Another strategy adopted by advertisers and women wishing to engage in beauty work highlights the role of beauty products in addressing key cultural concerns such as cleanliness, purity, and wellness (Pathak &

Nichter, 2018). Skincare products are readily available in daily life, and they play a significant role in health and nursing care (Surber & Kottner, 2016). The beauty product is a combination of skincare and cosmetics. Nowadays, everyone is competing to be beautiful. There are basic guidelines - such as protecting against outrageous health claims, the order of certain ingredients, and how to list the ingredients - but it's a relatively simple procedure to follow, making it easier for people to make and sell products (Burnes, 2019).

So, the researcher chooses the beauty product of guardian_id on Instagram to analyze the register as a language variation. From every product offered by guardian_id, people can see the types of products used following their skin type. The researcher used this chance of usefulness to find out the register about each item's meaning, so people did not use the wrong product and not hurt the skin.

RESEARCH METHODOLOGY

This research is using qualitative research. The source of data in this research is the Instagram account of a beauty product, namely guardian_id. The data were collected by taking photos/screenshots of the guardian_id Instagram account as the beauty product store. The data itself contains any factor influencing the register application on Instagram: beauty products. The factors included the linguistic form of register, the unstable register's unstable situation, and the meaning of registering on the beauty product. Then, by using the data obtained from those techniques above, register on Instagram: beauty products are interpreted.

FINDINGS AND DISCUSSION

There is a total of 20 units of register found on guardian_id Instagram account about beauty product. These 20 units of the register are divided into two types of linguistic form that is word and phrase that is a noun with 5 data, verb 2 data, adjective 1 data, and compound 5 data. For phrases, the amount of data is a noun phrase with 5 data and an adjective phrase with 2 data.

Based on the use of register variable situation that is field, tenor, and mode which applied to 20 data of register in guardian_id beauty product. The field of discourse, refers to what is happening, to the nature of the social action that is taking place. In other words, the subject matter of the text. The tenor of discourse refers to who is taking part, to the nature of the participants, their statuses, and roles and the mode of discourse refers to what part the language is playing, what it is that the participants are expecting the language to do for them in that situation: the symbolic organization of the text, the status that it has, and its function in the context, including the channel (spoken, written, or a combination). The classification of the data is presented below,

Table 4.1. Register of Beauty Product in guardian_id Instagram Account

Linguistic Form	Register	Σ Data	%
Word			

a. Noun	Blender Brush Concealer Contour Crayon	5	25%
b. Verb	Blush Scrub	2	10%
c. Adjective	Matte	1	5%
Linguistic Form	Register	Σ Data	%
d. Compound	C-defense Hypercurl Oil control film Superstay Two way cake	5	25%
Phrase			
a. Noun Phrase	Acne patch Anti aging Cleansing Balm Compact powder DD Cream	5	25%
b. Adjective Phrase	Cleansing wipes Super weekend deals	2	10%
Σ Data		20	100%

From the data above, there are two types of linguistic form that is word and phrase that are found in the register used in beauty product on guardian_id account. The researcher finds word divided into noun with 5 data, verb 2 data, adjective 1 data, and compound 5 data. For phrases, it is divided into noun phrase with 5 data and an adjective phrase with 2 data. In total, the writer found 20 data of register in guardian_id beauty products.

The register on beauty products was analyzed based on the seller-buyer interaction by

using Halliday and Hasan's (1989) theory to answer three aspects of register variable situation that can be seen in the sample of data explanation in Table 4.2.

Table 4.2. The Variable Situation Of Register

DATA	CONVERSATION	FIELD	TENOR	MODE
Blender	Admin (guardian_id): How to use the beauty <i>blender</i> : wet, squeeze, and apply. Customer (dwi_wp3): I didn't know how to use this <i>blender</i> before.	guardian_id (seller) and dwi_wp3 (customer)	Written, because the interaction happened in the comment section (text)	Giving information about how to use blender properly
Brush	guardian_id: A <i>brush</i> that is used every day must be washed regularly. adektiwi0606: Are the <i>brush</i> on sale today?	adektiwi0606 (customer) and guardian_id (seller)	Written	giving information about brush
Concealer	guardian_id: We're currently holding a promo for make-up products such as <i>concealer</i> . rini_mayasari03: How much is the discount for Maybelline Instant Age Rewind <i>Concealer</i> ?	rini_mayasari03 (customer) and guardian_id (seller)	Written	giving information about the goods sales
Contour	guardian_id: Face products from Mizzu are again promo buy 2 get 1 free mixed up. There is a foundation, <i>concealer</i> , <i>contour</i> , etc. gannbategurl: If I buy <i>contour</i> and blush, can I get <i>concealer</i> too?	guardian_id (seller) and gannbategurl (customer)	Written	explaining about the promotion of buy 2 get 1 product free

As shown in Table 4.2, the variable situation of the register when the seller-buyer is doing the conversation is field, tenor, and mode which are applied to the data of register in guardian_id beauty product. Then, the researcher analyzed the meaning of register by using Larson's (1984) theory.

Table 4.3 Meaning of Register used in guardian_id Instagram Account

Register	Meaning	Type of Meaning	
		Lexical	Contextual
Blender	Type of sponge that is used to apply makeup to the face to get a smooth and flawless appearance. This sponge is known as a magic tool for applying foundation or concealer, but it can be used for various purposes of makeup and facial care		√
Brush	An implement with a handle and a block of bristles, hair, or wire, used especially for cleaning, applying a liquid or powder to face	√	
Concealer	A flesh-toned cosmetic stick used to cover spots, blemishes, and dark under-eye circles	√	
Contour	An outline representing or limiting the shape of the face to make it look thinner usually applied around the cheekbones and forehead	√	
Crayon	A lipstick with a soft texture and light, high coverage formula with a satin-matte finish. The small tips can easily form a line, creating a full impression on the lips		√
Blush	Cheek coloring that is applied to add color to the face. Generally, blush has several textures, such as solid/powder, cream, and liquid.		√
Scrub	Type of product to remove dead skin cells that have a physical texture in the form of small fine grains.		√
Matte	Term used for the result of a makeup product that does not have luster or shimmer particles		√
C-defense	The vitamin C content contained in Wardah C-Defense Series which can brighten facial skin is also very useful to help remove acne blemishes.		√

Hypercurl	Products that are able to give a dramatic impression, and produce the perfect curl appearance for eyelashes	√
Oil control film	A thin sheet that can absorb excess oil and remove shine on the face instantly	√

Register	Meaning	Type of Meaning	
		Lexical	Contextual
Superstay	A claimed to have an intense lip cream formula, lasts up to 16 hours, and is transfer-proof		√
Two way cake	A compact powder that has dual functions, namely as a powder as well as a foundation		√
Acne patch	A clear sticker that can get rid of pimples by placing on inflamed skin		√
Anti aging	A preparation to prevent degenerative processes and works to fight the appearance of fine lines and wrinkles		√
Cleansing balm	A facial cleanser that has a thick, solid texture, resembling a balm		√
Compact powder	A powder that has a dense and compact texture		√
DD Cream	A cream designed to care for, protect, and moisturize skin for daily use		√
Cleansing wipes	A facial cleansers that are shaped like wet wipes.		√
Super weekend deals	A massive discount promo held by guardian_id every week		√
Σ Data		3	17
%		15%	85%

Based on Table 4.3, the researcher found two types of meaning that are lexical and contextual. The data consist of three lexical meaning (15%) and seventeen lexical meaning (85%). Lexical meaning is a meaning that derives from the actual source (dictionary) and contextual meaning is a meaning that is based on the situation where the words are used. Based on this research, the researcher found that register on guardian_id Instagram account has a purpose that is to fulfill each term in beauty products so people can expand the vocabulary and understand the meaning behind it.

CONCLUSIONS

Based on the result of the data analysis, the researcher draws some conclusions as follows: From the data analysis conducted by the researcher on Instagram beauty product of guardian_id, there are 20 register data found. The 20 data were found in guardian_id posts in February - March 2020. The overall data shows two types of linguistic form that is word (noun, verb, adjective, compound) and phrase (noun phrase and adjective phrase) with the amount of each data that is word: 5 nouns, 2 verbs, 1 adjective, 5 compounds; and the phrase: 5 noun phrases and 2 adjective phrases.

This research also proved that by using register, seller and buyer of beauty products can understand the meaning of each conversation as evidenced by an analysis of the three aspects of the register variable situation that is field, tenor, and mode. Field explains the subject matter of the discussion, tenor explains the relationship between the people that taking part (seller-buyer), and mode explains how the discussion is constructed (spoken or written).

In this research, some of the register found in beauty product Instagram account by guardian_id have a different meaning in the dictionary. From the 20 data of register, the researcher found two types of meaning that are lexical and contextual meaning with comparison of three data of lexical meaning and seventeen data of contextual meaning.

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