

**AN ANALYSIS OF REGISTER FROM BEAUTY
INFLUENCER TASYA FARASYA IN HER YOUTUBE
CHANNEL: SOCIOLINGUISTICS APPROACH**

THESIS



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**ENGLISH LITERATURE DEPARTMENT
FACULTY OF SOCIAL SCIENCE AND HUMANITIES
PUTERA BATAM UNIVERSITY
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**Submitted in Partial Fulfillment of the Requirements for the Degree of
Sarjana Sastra**



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2019**

SURAT PERNYATAAN

Yang bertanda tangan dibawah ini saya:

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DECLARATION OF THE THESIS ORIGINALITY

The researcher named Hesaleca Laka Dwita with NPM 151210066

Hereby declare that the term paper entitled:

AN ANALYSIS OF REGISTER FROM BEAUTY INFLUENCER TASYA FARASYA IN HER YOUTUBE CHANNEL: SOCIOLINGUISTICS APPROACH

Is the real research of the researcher named Hesaleca Laka Dwita. The researcher declare that this thesis has never been published in other media before, partially or entirely, in the name of researcher or others even in other universities.

Batam, 8th August 2019

Hesaleca Laka Dwita
151210066

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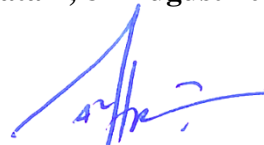
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**By
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The thesis has been approved to be examined on the data as indicated below

Batam, 8th August 2019



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ABSTRAK

Register adalah penelitian sosiolinguistik yang mengkaji tentang kata khusus yang digunakan dalam suatu aktivitas sosial dan hanya dipahami oleh anggota di dalam komunitas tersebut. Register sering kali di jumpai di dunia nyata tetapi di era modern sekarang suatu komunitas bisa melakukan interaksi di sebuah media, seperti media sosial yang populer di gunakan salah satunya YouTube. Youtuber memilih content yang menurut mereka menarik untuk di jadikan video dan dibagikan di YouTube untuk subscriber mereka. Terkhusus Tasya Farasya, dia memilih menjadi youtuber yang memiliki content kecantikan yang menjadikan dia beauty influencer dengan memiliki subscriber lebih dari dua juta. Penelitian ini bertujuan untuk menemukan bentuk dari register dari sebuah komunitas beauty influencer di dalam content youtube Tasya Farasya serta struktur makna yang terdapat pada komunitas beauty influencer di dalam content youtube Tasya Farasya. Adapun objek penelitian yaitu register yang menggunakan teori dari Halliday dan juga menggunakan teori dari Edward Vinegan sebagai acuan untuk menjawab pertanyaan dari penelitian. Dalam pengumpulan data, peneliti menggunakan metode observasi dari Sudaryanto dengan teknik simak libat bebas cakap. Dalam analisis, penelitian menggunakan metode padan dari Sudaryanto. Selanjutnya metode yang digunakan untuk hasil analisis adalah metode informal. Hasil dari penelitian menunjukkan bahwa register yang digunakan dari sebuah komunitas beauty influencer Tasya Farasya di dalam content YouTube-nya berbentuk nomina, verba dan ajektiva dan berbentuk frasa seperti frasa nomina, frasa verba dan frasa adjektiva. Kemudian struktur makna yang paling banyak muncul di dalam register komunitas beauty influencer Tasya Farasya adalah broadening, narrowing dan derivation, tetapi tidak ditemukan struktur makna yang berbentuk semantic shift dan metaphor.

Kata kunci: *language variation, register, beauty influencer*

ABSTRACT

Register is a sociolinguistic study that examines specific words used in a social activity and is only understood by members in the community. Registers are often found in the real world but in the modern era now a community can interact on a media, such as popular social media, one of which is YouTube. YouTubers choose content that they find interesting to make a video and share it on YouTube for their subscribers. Especially Tasya Farasya, she chose to become a YouTuber who has beauty content that makes her a beauty influencer by having more than two million subscribers. This study aims to find the form of a register of a beauty influencer community on the Tasya Farasya YouTube content and the meaning structure found in the beauty influencer community in the Tasya Farasya YouTube content. The research object is a register that uses the theory of Halliday and also uses the theory of Edward Vinegan as a reference to answer the formulation of the problem. In collecting data, researchers used the method of observation from Sudaryanto theory *simak libat bebas cakap*. In the analysis, the research uses the *padan* method from Sudaryanto. Furthermore, the method used for the results of the analysis is the informal method. The results of the study show that registers used by a beauty influencer community, Tasya Farasya, in their YouTube content are nouns, verbs and adjectives, and phrases such as noun phrases, verb phrases and adjective phrases. Then the most significant structure of meaning that appears in the register of the beauty influencer Tasya Farasya community is broadening, narrowing and derivation, but no meaning structure is found in the form of semantic shift and metaphor.

Keywords: language variation, register, beauty influencer

MOTTO AND DEDICATION

MOTTO

"Science has three stages. If someone enters the first stage, he will be arrogant. If he enters the second stage he will tawadhu'. If he enters the third stage he will feel that he is nothing"

- Omar bin khattab

If you are sad, add more lipstick and attack –coco Chanel

DEDICATION

This thesis proudly dedicated to my beloved Mom who always support and pray to me, to my brother and his wife, and friends who always support me in conducting this thesis. The researcher hopes can make you all proud.

ACKNOWLEDGEMENT

All praises to the Allah SWT by his grace and inclusions that endless to the researcher. Thus the researcher finishes the thesis which is one of the requirements to complete the bachelor degree S1 in the English Department of Putera Batam University.

The researcher realizes that this research is far from perfect as the beginner. Thus, all suggestions and critics are welcomed warmly to improve this research. Not forgetting that the researcher finishes the researcher by all the people who contribute to the researcher. The researcher would like to express sincerely the gratitude to:

1. Dr. Nur Elfi Husda, S.Kom., M.SI., Rector of Putera Batam University
2. Rizki Tri Anugrah Bhakti, SH., M.H. Dean of Faculty of Putera Batam University
3. Afriana, S.S., M.Pd., as head of English Department of Putera Batam University and as the advisor who contributes her knowledge, ideas and time in this research
4. All lecturers of English Department and the staffs for knowledge, motivations, and suggestions during the time the researcher took at Putera Batam University
5. The researcher's parents, brother and sister and relatives who motivate and support the researcher during the study
6. All the researcher's dearests friends in the class Lieny, Reza, Ani, Lusi, Gigih, Grace, Dika, Aan, Riris, Citra, Selvi, Erwin who give support in conducting this research
7. All of the people who are contributing to motivate and support the researcher.

May the blessing of God with them in return of their kindness, Aamiin.

Batam, 8th August 2019

Hesaleca Laka Dwita
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CHAPTER I INTRODUCTION

1.1 Background of The Research

Human in modern era already used to record everything that they can record like their activity such as exercise, swimming, food and other activities and they also record something that they think interesting. They post the record for everyone knows their activity or everything that they see. They post the video in every kind of application or social media that they have, Taprial & Kanwar (2012) make the argument that Social media is at its core human communication, possessing characteristics of participation, openness, conversation, community, and connectedness. This are some social media that famous and everyone use like facebook, twitter, instagram, and one of the most populer application is YouTube.

There are some special features which YouTube has such as, video in YouTube is unlimited which means people can post video that has long duration, there are term subscribe and subscriber which means subscribe is when someone want to be subscriber in one of account YouTube and just click “subscribe” and “bell” button and then every single post from that account YouTube is going to inform the subscriber, and also YouTube gives commission to the account that has lot of subscriber, get many positif respond from the video and lot of viewers. Many people very interesting to be youtuber (people has account on YouTube) because of that some reason, and youtuber usually make video or content that related to their occupations or hobbies. This is the factor from existing of

content creator, doctor is sharing about healthcare, gymnastics guide share about exercise and diet, and beauty influencer share about beauty.

Youtuber will post some video that related to their content, depends on what they usually sharing like some doctor that has account in youtube has content sharing about healthcare and other doctor has content sharing about their hobbies one of them from Indonesia who is Tasya Farasya. Tasya Farasya is dentist but she always shares her hobby which is about beauty in her YouTube account. Tasya Farasya shows her ability as beauty influencer in YouTube and how can she tell to everyone her identity which is use some word just her beauty community know that like *flawless, glowing, dewy, etc.* Every word just their community know it is called register.

People use language as one of communicative means in various communities. In that way, a certain people use some specific words based on the condition when and where they are, to make the addressee get the point of what the speaker really wants to deliver. Halliday and Holmes in Wulandari (2019) stated that register is variation which used only in vocabulary that connected with a group of profession. Another expert described that register is very connected with selected word in certain profession. Kratilaksana in Gunawan (2012) stated that register is a set of special word that used in certain area of life. It can be stated that special words are established on the whole component of interaction and communication occurrences that subjects of the messages are conveyed, what kind of situation and when the interaction occurs and what they are talking about or the topic of

interaction. Many specific words used by Tasya Farasya in her YouTube account that is going to analyze by researcher.

In this study, researcher use data that found from the conversation between Tasya Farasya and other beauty community in her YouTube channel. This form of writing data is identified as one of the registers in the community that is beauty influencer. The word used by a beauty influencer named Tasya Farasya. Tasya Farasya is a beauty influencer from Indonesia she decided her self be a beauty influencer which has more than 2 million subscriber in the span of less 2 years which means she is very famous. Every day she is going to share for everything about beauty like products, brand, skin care and etc. In this case is Tasya Farasya using the register about beauty.

Researcher interested in conducting research focused on the use of a special word used in the community of beauty or named register, especially conversation in YouTube Tasya Farasya as a beauty influencer due to the word used by Tasya Farasya very unique to the perusal. Many of the registers Tasya Farasya uses to describe something just as one word "glowing" can describe what happened to her face. The researcher concluded that the register used by Tasya Farasya can facilitate the listener to understand with the intended without explaining with a long sentence, can be said it will be more efficient. From the data that are taken from the Tasya Farasya conversation in YouTube, the researcher analyzed it with the theory from Halliday that related to the topic which is register.

Language variations have distinguishing features, so the use of language variations one cannot replace the variations of that language other. Occurrence of

variations languages are caused by different environments. Halliday in Lewandowski (2010) distinguish language variations into two, which is variations of language by region which are called dialects and language variations according to their called users register. Halliday explained that register is a language usage in every areas of expertise, position, the work environment that each life has a special language not understood by other groups. The process of register change is influenced by several things, such as semantic change, the term from other languages and often bring up new words. The existence of the register on beauty influencer Tasya Farasya as a result of creativity in a language influenced by social factors and the language used by the beauty experts.

It is always every researchers do in write their research is originality of their own research. Researcher found some researchers have been discussed about register but still have the differences like researchers from Malang which is Fauza, Tunggal, & Wilujeng (2017) *The Analysis of Register as Professional Identity Used by Indonesian Nurses in Community Health Center*. Which is they discussed about specific words that used by nurses. The findings showed that the nurses reasons of using such registers were, first is to show professional identity, second to provide the effectiveness of communication, third to proof the strength of data, fourth to provide the security of data, fifth to show prestige, and sixth to show integrity. They used descriptive qualitative method and collected the data from recording nurse's conversation, observation and interview technique.

There are researchers from Batam that also discussed about register in social media but especially in facebook by Lubis, Ashari, & Edi (2016) *A Register*

Analysis In Online Shop Term Facebook. It is focus on specific word that used by seller and buyer in facebook. Based on the analysis they found the data, the result of the study show the total amount of register found in their research is 100 register in the found online shops facebook. There are 11 register identified as abbreviations, 13 for clippings, 3 coinages, 2 acronyms, 8 compoundings, 35 borrowings, 28 phrase, 45 registers functioned as consultative, 16 register as deliberative, 14 register as casual, 6 register as intimate, 2 register as oratorical or frozen. Consultative and deliberative are the dominant functions of the register used by the online shops but consultative is the most dominant function according to research. they used descriptive qualitative method.

1.2 Identification of the Problem

There are some problems the researcher found in register that used by Tasya Farasya in beauty influencer form which are:

1. What are the forms of beauty influencer registers from conversation between tasya and other beauty community in her YouTube channel?
2. What are the structure meanings of beauty influencer registers from conversation between Tasya Farasya and other beauty community in her YouTube channel?
3. What are social identities that revealed from conversation between Tasya Farasya and other beauty community in her YouTube channel?

1.3 Limitation of the Problem

Based on the identification of the problem, the researcher limited to analyze this are:

1. The forms of beauty influencer registers from conversation between Tasya Farasya and other beauty community in her YouTube channel
2. The structure meanings of beauty influencer registers from conversation between Tasya Farasya and other beauty community in her YouTube channel

1.4 Formulation of The Problem

Based on the limitation of the problem can be formulated problem as the following:

1. What are the forms of beauty influencer registers from conversation between Tasya Farasya and other beauty community in her YouTube channel?
2. What are the structure meanings of beauty influencer registers from conversation between Tasya Farasya and other beauty community in her YouTube channel?

1.5 Object of The Research

Related from formulation of the problem, the objective of the research is to describe the form of register by beauty influencer Tasya Farasya in her YouTube channel and the structure meaning of register by beauty influencer Tasya Farasya in her YouTube channel.

1.6 Significance of The Problem

Significance of this problem are:

1. This research is expected to be a reference for teachers in the process of learning process of appreciation of linguistic and special to morphology.
2. This study is expected to be used as a reference for other studies that will review the word formation from other social media.

1.7 Definition of Key Term

Register : language variation according to user (Halliday, 1990)

Beauty influencer : a person who inspires or guides the action of other in beauty (Merriam-Webster)

YouTube : a application which you can find video that made by someone (Sahlin, 2007)

CHAPTER II REVIEW OF RELATED LITERATURES AND THEORETICAL FRAMEWORK

2.1 Sociolinguistics

This research tends to the theory of sociolinguistics, which is used to analyze the data that researchers find from the source of data. Stockwell (2007) stated that sociolinguistics is a branch of linguistics that learns about the relationship between the impact of social structure and language use. It discusses about language use which is influenced by social context such as social class, social status, age, education, gender, etc. Those are involved in language variation in social life.

2.1.1 Language Variation

Vocabulary usage which is specially used by beauty influencer Tasya Farasya on her YouTube channel is a kind of language variation. Suwito in Gunawan (2012) stated that language variation is used to adjust the function and situation, without ignoring the basic rules that apply in the language concerned. This is a kind of language variation:

1. Idiolect

The characteristic of someone's speech is different from others. These characteristics can be caused by physical factors or psychological factors. Idiolect is related to voice, word choice, sentence, etc.

2. Dialect

Dialect is a language variation used by a group of speakers which is not absolute, in one zone or certain place. Speakers in a dialect, even though

they have their own idiolect, have similar characteristics that indicate that they are in one dialect, which is different from other groups of speakers, who are in their own dialect with other characteristics that mark their dialect too.

3. Register

Register is language varieties which caused by user who need some characteristic word in a community.

2.1.2 Register

People and group of people use different language and ways to communicate each other. They use different word in different profession. Halliday and Holmes in Wulandari (2019) stated that register is variation which used only in vocabulary that connected with a group of profession. Another expert described that register is very connected with selected word in certain profession. Kradilaksana in Gunawan (2012) stated that register is a set of special word that used in certain area of life.

Basic to classification a register is specificity of vocabulary which on application can not mixed in every different social activity. Register is language varieties which caused by user who need some characteristic word in a community. Discussion about register usually related to dialect. Dialect related to the language used by whom, where and when. While register related to the language used to certain activity. Someone in one dialect, not necessarily in one register because a someone's activities in social life must be more than one.

Holmes in Gunawan (2012) explain that early register used by a group of profession or certain job. People who involved in group of profession need

communication that quick, proper and efficient then they create special utterance. Every people in a group of profession assume that understand each other because has a knowledge, experience and interest in the same point. As a result, language variation will show certain characteristic. The characteristic of utterance in addition to reflect the identity of some group and get to reflect condition that what they are doing.

2.2 Form of Register

Forms of register according to Destefano in Gunawan (2012) marked by change in phonology, syntax and lexicon. Register in beauty influencer Tasya Farasya is very variation such as word and phrase.

1. Word

Word is the smallest unit of sentence that can stand alone and have meaning. Words that are formed from a combination of letters or morphemes are only recognized as words if the form already has meaning.

1.1 Free morpheme

A free morpheme is a morpheme (or word element) which can stand alone as a word. Word which only one but has meaning. Free morpheme is the element become base to word formation and can expanded with add affix according to McCarthy in Gunawan (2012). Free morpheme has a some classification which are:

1) Noun

Nouns are words that specify a person, place, or thing in a sentence.

2) Verb

Verbs are what happens in a sentence. They are either action words or show the state of being of the subject of the sentence.

3) Adjective

Adjective is used to describe a noun or a pronoun. Adjectives can specify the quality, the size, and the number of nouns or pronouns.

2.1 Affixes

Affixes are sounds that added to a free morpheme whether at the beginning (prefix), at the end (suffix), in the middle (infix), to form a new word whose meaning is related to the first free morpheme. The word affix is a word that has undergone a process of affixation. Affixes or affixations are bound morphemes that are used in the basic form to form a word. The results of the affixing process are called affixed or derived words.

2. Phrase

Phrases are linguistic units that are bigger than words and smaller than clauses and sentences. The phrase is a combination of words that are nonpredicative. Combined words mean phrases consisting of at least two words. Nonpredicative means that one of the words contained in the combination of words does not function as a predicate and phrase has word

as head and modifier. The nonpredicative nature of this combination of words that distinguishes phrases from clauses and sentences.

2.1 Noun phrase

Noun phrases are phrases that have the essence of a noun in their constituent elements.

2.2 Verb phrase

Verb phrases are phrases that have the essence of the verb in their formation.

2.3 Adjective phrase

Adjective phrases are phrases that have the essence of words in the form of adjectives in the elements of their formation.

2.3 Structure Meaning of Register

Registers used for purposes and by certain groups are not only words that have no meaning. This words have meaning in the interaction. The meaning contained in the register can be studied with semantic studies. Kreidler and Saeed in Wulandari (2019) defined semantic is a field of science that studies how meaning is formed and expressed through language. meanwhile, meaning is the relationship between the form and the thing that represented according to keraf in Wulandari (2019).

In this study discussed by researchers is the meaning in words used in the register of beauty influencers Tasya Farasya in her YouTube channel when compared with the dictionary. The meaning of the dictionary itself can be said as a lexical meaning, as stated by Pateda in Wulandari (2019) the meaning in lexemes

or forms that have been calculated as words is the meaning that can be found in the dictionary. In addition, the meaning can change so that it has a different meaning from the lexical meaning. According to Keraf in Wulandari (2019) the change can be either broadening, narrowing, derivation, metaphor and semantic shift.

1. Lexical meaning

The meaning of the dictionary itself can be said as a lexical meaning, as stated by Pateda in Wulandari (2019) the meaning in lexemes or forms that have been calculated as words is the meaning that can be found in the dictionary. in this case, which is described the lexical meaning of the forms of registers used in beauty influencer Tasya Farasya in her YouTube channel.

2. Semantic change

in addition to the meaning in accordance with the dictionary, the meaning of the word can change. These changes include the following:

1) Broadening

Words can be said to broadening if the meaning they contain changes from a specific meaning to become more global. Keraf in Wulandari (2019) states that broadening is a situation in which a word experiences a change in meaning that is broadening and more general than the original meaning.

2) Narrowing

Meaning can be narrowing changes where the new meaning tends to be more specific than the original meaning. Muray in Wulandari (2019) said that such a situation is called semantic narrowing

3) Derivation

This type of meaning change occurs because there is a change in part of speech. Harley in Wulandari (2019) gives an example of the derivation that occurs in the word “homer” as noun which then turns into verb “homered”. This type of change can also occur in other categories of words such as verbs to adjectives, and adjectives to verbs.

4) Metaphor

Meaning can be seen from the similarity of the object's function as a referent, this condition is what is called a metaphor. Muray in Wulandari (2019) cited the use of special terms to refer to one's emotions, happy as up and sad as down.

5) Semantic shift

Semantic shift is meaning of a word changes and gives rise to a new meaning but it is still slightly related to the previous meaning. According to Muray in Wulandari

(2019) "bead" which used to mean "prayer" now becomes "prayer beads"

2.4 Previous Research

It is always every researchers do in write their research is originality of their own research. Researcher found some researchers have been discussed about register but still have the differences like researchers from Malang which is Fauza et al, (2017) *The Analysis of Register as Professional Identity Used by Indonesian Nurses in Community Health Center*. They discussed about specific words that used by nurses. They used descriptive qualitative method and collected the data from recording nurse's conversation, observation and interview technique. There are researchers from Batam that also discussed about register in social media but especially in facebook, *A Register Analysis In Online Shop Term Facebook* by Lubis et al, (2016). It is focus on specific word that used by seller and buyer in facebook, they used descriptive qualitative method. This researcher same discussed register used by seller and buyer but in blackberry messenger.

Gozali (2015) *Register of Online Shop In Blackberry Messenger*, they used sample of data by purposively sampling and collecting data by observation, record and identification method. Researcher from other country, Al-gublan (2008) *Some Register Characteristics of Journalistic Language Written in English by Native Speakers and Arabs*. She analyzed thi research depends on Halliday's concept of register and collected the data from one hundred journalistic articles written.

2.5 Theoretical framework

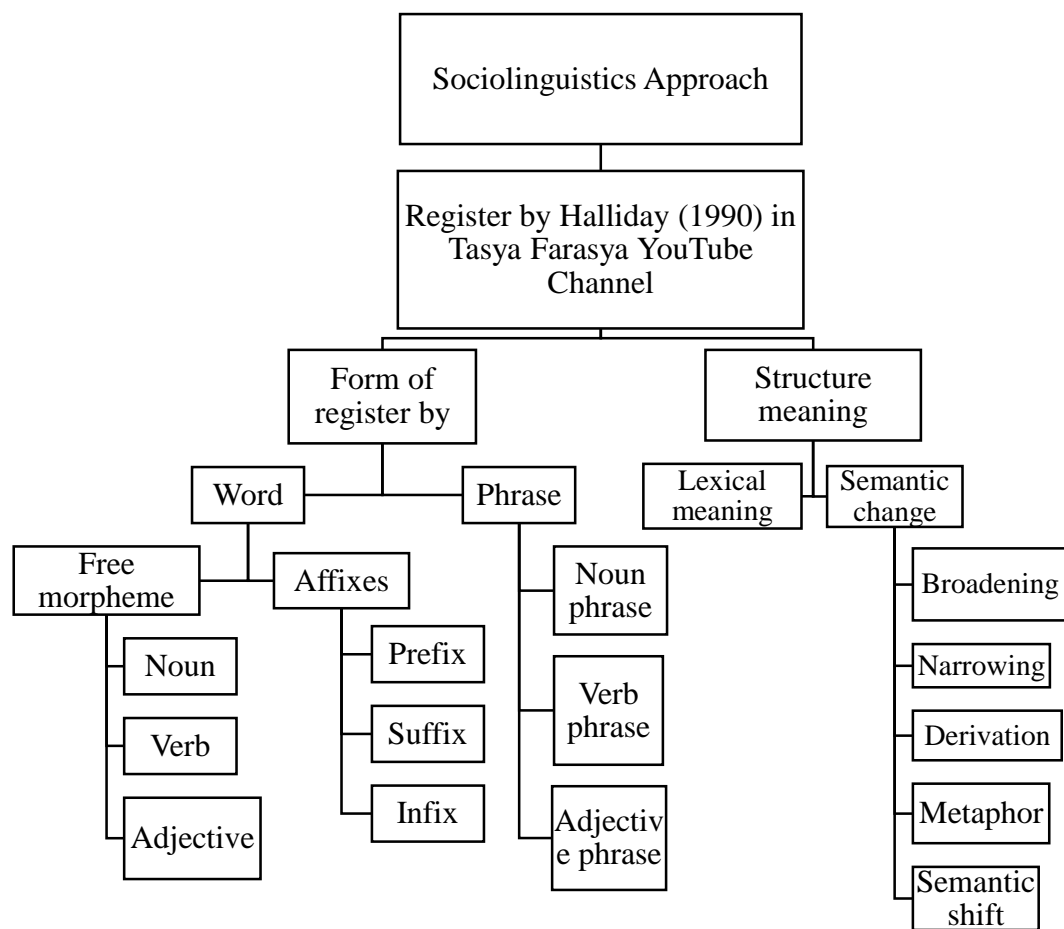


Figure 2.1 Theoretical Framework

CHAPTER III

RESEARCH METODOLOGY

In this chapter, the researcher will discuss about the methodology of research used in this research. The researcher illustrate the method that is employed in the designing the research, method in the collecting data to investigated, method of analyzing the data, and the way of presenting the result analysis.

3.1 Research Design

Research design is defined as the modes of observation that allow the scientist to collect observation in systematic and structured ways. Basically, there are two kinds of method that can be used in research; qualitative method and quantitative method. In this research, the researcher uses qualitative method, it is applied to analyze the register from beauty influencer Tasya Farasya's in her Youtube channel.

3.2 Object of the Research

Object of the research is very essential in the research in order to get the result scientifically. The researcher must be smart to decide the object which used in this research. In this research, the object of the research is the register from beauty influencer Tasya Farasya's in her Youtube channel.

3.3 Method of Collecting Data

In process of collecting data, the research used observational method by Sudaryanto in Satyawati (2016) he states that observational method is method of collecting data by observing the data. The researcher only observes every the register from beauty influencer Tasya Farasya's in her Youtube channel. In this

research, the researcher used non participatory technique to collect the data because the researcher did not involve in Tasya Farasya's video in her YouTube Channel. There are some procedures which the researcher did in collecting the data there are:

1. The researcher downloaded video in Tasya Farasya's YouTube.
2. The researcher watched the video
3. The researcher write transcript
4. The researcher identified register from transcript
5. The researcher analyzed the data

3.4 Method of Analyzing Data

This research read and take notes technique for analyzing data. This research used two steps in analyzing data. First is the reading technique which is read the caption. Then the researcher used taking notes technique to find out the register from beauty influencer Tasya Farasya's in her Youtube channel by using the data card that was prepared before. The researcher used theory by Halliday in the phase of data analysis, data which related to register in Tasya Farasya YouTube Channel

3.5 Method of Presenting the Result Analysis

After doing analysis, the next step is presenting the result analysis. Sudaryanto in Satyawati (2016) states that there are two methods of presenting the result analysis: they are informal and formal. The formal method means the researcher use symbol, table, diagram, and number in presenting the result. Whereas informal methods refers to the method of presenting the result analysis by using words. It means the findings can be described by using the words and sentence. In

this research, the researcher presented the result analysis by using informal method to present the analyzed data. The result will be presented by using words and sentences.