

ANALYSIS OF REGISTER USED TO BEAUTY VLOGGERS IN YOUTUBE CHANNEL

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Abstract

Register is the language used in groups of people who have the same interest in a job. In this study, researcher focused on the register used by beauty vloggers on the youtube channel. Beauty vloggers are people who serve beauty videos on YouTube Channel. They provide information about beauty, make-up tutorials, reviews of cosmetic products, and share their skin care routines. The aims of this study were to determine the register used by beauty vloggers, the word-formation of registers used, and the meaning of registers used.

This study used qualitative research to obtain information. The research participant of this study are non-participant observation, they are Tasya Farasya, Molita Lin, and Devienna Setiawan. Researcher choose them because they are three famous beauty vloggers in Indonesia and they have a lot of experience in using registers in their work. To collect the data, this study used document analisis as a research instrument.

Researcher found there are sixty-seven registers used. The data obtained from Tasya Farasya amounted to forty-five registers, Devienna amounted to forty-three registers, and Molita lin amounted to forty registers. There are nine registers that are most used or spoken by the three beauty vloggers, these registers are cushion, shade, contour, concealer, eyeshadow, eyeliner, blend, mascara, and powder.

Key word : *Sociolinguistic, Register, Beauty Vloggers*

Introduction

Language is something that cannot be separated from humans. Humans are social creatures where in living life it is necessary to cooperate with other people. Humans and language are two things that cannot be devided because basically humans use language as a means of communication. Firdaus (2021) states that, people need language that can be understood by each other in communication.

Language variations appear due to several things, including differences in professions, positions, and etc. As stated by Aulia (2019), language variations in society which consist of certain groups have their own classification based on the reasons for using language such as bank employees, flight attendants, nurses can be examples of group classification based on different professions. The language used by fishermen will be different from the language used by traders. Even the language used by one trader with another trader allows for differences.

The language variations used by a group with a field of job can be called a register. According to Damayanti, (2017: 104) register is the use of special vocabulary related to certain types of job or social groups. The term register is also in line with that stated by Isaac (2014) Register is the language used in groups of people who have the same interest in a job. Yule (2010) says that, registers are conventional way of using that is appropriate in a certain environment, occupation, or while discussing a specific topic. From various perspectives on registers, it can be concluded that registers are special vocabulary or language used according to social or occupational groups. The language used by a teacher will have differences with the language used by a politician, farmer, makeup artist, beauty vloggers or other group. In this study, registers can be interpreted as the particular languages or vocabulary which is often used by beauty vloggers on makeup tutorial videos. The indicator of the register that used in this study is word choice from utterance which containing registers.

Youtube is one of the social media that is often visited by people. People tend to follow what the influencers on social media are doing. People who can't make up are willing to spend their time to learning makeup, either by taking beauty classes or through YouTube platform. According to Alfiyono (2020:3) most people use YouTube platform to learn how to do the things, have entertainment, get informations about events, follow their favorite vloggers, and much more.

With the make-up tutorial videos on Youtube channel, the term "Beauty Vlog" appears. Beauty vlogger is a name used for people who serve beauty videos on YouTube Channel. Beauty vlogger will provide information about beauty. Beauty vlogger presents how vloggers provide make-up tutorials, reviews of cosmetic products, and share their skin care routines, (Lunaeldira, 2018:2). Of course, it will appear the new terms in beauty vlogs or can be called registers.

There were some previous studies which analyze the linguistics form and meaning by context of situation such as: Fauziah (2019) in her thesis discusses registers in the online shop on Facebook social media. Intan (2019) in her thesis discusses the registers that occur on broadcasting Major of SMK Negeri 3 Batu. Widya (2019) in her thesis discusses about register that used by flight attendants in Garuda Indonesia. Dhia (2018) in her thesis discusses the code switching of beauty vlogger "sarah ayu's video". Oktavian (2014) in her thesis discusses register about fit and healthy lifestyle on kaskus forum. Based on previous study, it can be seen that the gap in previous research is that there have been several researchers who have researched

registers, and there is researcher who have researched about beauty vlogger but there have been no researchers who have found the registers on beauty vloggers on the youtube channel.

Regarding the previous studies above, the researchers attempt to conduct a research related with register analysis of Beauty Vloggers is different in one place to another. This study is conducted in order to develop the previous ones and strengthen the analysis of register field by using different media. The objectives of this study are: First, to find the registers used by beauty vloggers on youtube channel; Second, to know the word-formation processes of the registers used by beauty vloggers on youtube channel; Third, to identify the meanings of registers used by beauty vloggers on youtube channel.

Methodology

In this research, researcher uses qualitative research design. According to Ary, et al. (2010), qualitative research is research that focuses on the social phenomena from the perspective of human participants in a natural setting. The researcher chose it because the object of this research deal with exploration of human problem based on language phenomenon, the register phenomenon in beauty vloggers. The data are suitable with qualitative design because it is from register phenomenon and do not deal with any numerical data.

The research participant of this research are non-participant observation form, because the researcher only observe the video and was not directly involved in the participant's activities. The non-participant observation that used are three beauty vloggers in Indonesia that have many followers on their youtube channels, they are Tasya Farasya, Molita Lin, and Devienna Setiawan. They are as famous beauty vloggers. Their job is to share information about cosmetics, beauty, and how to apply make-up. The researcher chooses three famous beauty vloggers because they have a lot of experience in using registers in their work. They can provide information about what registers are used by beauty vloggers.vloggers.

The data source in this study is obtained from make-up tutorial videos that have been uploaded by beauty vloggers on the youtube channel and supported by several journals related to this research. Beauty vloggers have several videos about make-up. The data source that will be used is make-up tutorial videos that air from October 2021 to March 2022 in make-up tutorial videos that have been uploaded by beauty vloggers. The data in this study are languages of three

beauty vloggers in the form of words, phrases, clauses, and sentences that show the registers contained in speech utterances of beauty vloggers.

In this study, any two types data instruments, primary and secondary instruments. The human instrument or researcher is the primary instrument used in this study. The secondary instrument in this study is document analysis. The document analyzed by the researcher in this study is in form of transcripts of utterances by three beauty vloggers in written form.

In collecting the data, any steps are includes: first, collected documents in the form of video make-up tutorial of three beauty vloggers Tasya Farasya, Molita Lin, and Divienna. Second, chose video tutorial make-up is uploaded on October-March. Third, watched and listened to the selected video. After that, the researcher analyse the utterances of beauty vloggers which contain registers. Fourth, the spoken data that containing register then transcribed in written form.

After collecting the data, the researcher analyse the data by implementing several steps such as: First, identifying the registers gained from the result of data collection. Second, describing the registers based on the word-formation processes of the registers used. Third, classifying the registers based on the meaning (conceptually meaning or connotatively meaning). Fourth, analyzing the registers used based on the word-formation processes. Fifth, validation the word formation processes toward the expert (linguistics lecturer). And the last, making the conclusion and sugesstion.

Findings and Discussion

The findings of this study include the registers used by beauty vloggers, the word-formation process of register used and the meaning of register used.

1. Register Used

Based on the results of data analysis, it was found that the number of registers used by beauty vloggers on the youtube channel was sixty-seven. In Tasya Farasya's makeup tutorial video, researcher found forty-five registers used, in Devienna's makeup tutorial videos, researcher found forty-three registers used, while in Molita Lin's makeup tutorial videos, researcher found forty registers used. From the three beauty vloggers, the registers used are almost the same and there are only a few register differences. Of all the registers used, there are nine registers that are often used or spoken by the three beauty vloggers, these registers are cushion, shade, contour, concealer, eyeshadow, eyeliner, blend, mascara, and powder.

Table 1: Register Used

No	Register Used	No	Register Used
1.	Cushion	35.	Moisturizer
2.	Shade	36.	Primer
3.	Contour	37.	Foundation
4.	Concealer	38.	Brush
5.	Eyeshadow	39.	Sponge
6.	Eyeliner	40.	Setting Spray
7.	Blend	41.	Set
8.	Brow pencil	42.	Lipstick
9.	Highlighter	43.	Lipgloss
10.	Highlight	44.	Coverage
11.	Mascara	45.	Cover
12.	Softlens	46.	Skincare
13.	Face oil	47.	Transfer
14.	Creasing	48.	Patchy
15.	Powder	49.	Color corrector
16.	Powdery	50.	Matte
17.	Eyebrow	51.	Crack
18.	False lashes	52.	Touch up
19.	Baking	53.	Blush on
20.	Cut crease	54.	Lipscrub
21.	Shimmer	55.	Lipcream
22.	Waterline	56.	Bronzer
23.	Transferproof	57.	Base make-up
24.	Waterproof	58.	Loose powder
25.	Swipeproof	59.	Compact Powder
26.	Apply	60.	Sunscreen
27.	Flawless	61.	Corrector
28.	Glossy	62.	Puff
29.	Liptint	63.	Pigmented
30.	Eyelid	64.	Glowing
31.	Dewy	65.	Cateye
32.	Bareface	66.	Cakey
33.	Beauty blender	67.	Ombre
34.	Lipbalm		

2. Word-formation Process of Register Used

According to the research results, sixty-seven registers used are formed into three types of word-formation processes, namely Compounding, Derivation, and Borrowing. Researcher classified word-formation processes, as follows:

a. Compounding

Based on the sixty-seven acquired registers, there were twenty-three registers classified into compounding word-formation process.

Table 2: List of Compounding Word-Formation Process

No	Register Used	Word-Formation Process
1.	Eyeshadow	Combining two separate word to produce a single form (<i>Eye + shadow</i>)
2.	Eyeliner	Combining two separate word to produce a single form (<i>Eye + liner</i>)
3.	Softlens	Combining two separate word to produce a single form (<i>Soft + lens</i>)
4.	Eyebrow	Combining two separate word to produce a single form (<i>Eye + brow</i>)
5.	Sunscreen	Combining two separate word to produce a single form (<i>Sun + screen</i>)
6.	Cateye	Combining two separate word to produce a single form (<i>Cat + eye</i>)
7.	Liptint	Combining two separate word to produce a single form (<i>Lip + tint</i>)
8.	Eyelid	Combining two separate word to produce a single form (<i>Eye + lid</i>)
9.	Lipscrub	Combining two separate word to produce a single form (<i>Lip + scrub</i>)
10.	Lipcream	Combining two separate word to produce a single form (<i>Lip + cream</i>)
11.	Lipstick	Combining two separate word to produce a single form (<i>Lip + stick</i>)
12.	Lipgloss	Combining two separate word to produce a single form (<i>Lip + gloss</i>)
13.	Lipbalm	Combining two separate word to produce a single form (<i>Lip + balm</i>)
14.	Skincare	Combining two separate word to produce a single form (<i>Skin + care</i>)
15.	Highlight	Combining two separate word to produce a single form (<i>High + light</i>)
16.	Waterline	Combining two separate word to produce a single form (<i>Water + line</i>)
17.	Bareface	Combining two separate word to produce a single form (<i>Bare + face</i>)
18.	Transferproof	Combining two separate word to produce a single form (<i>Transfer + proof</i>)
19.	Waterproof	Combining two separate word to produce a single form (<i>Water + proof</i>)

20.	Swiproof	Combining two separate word to produce a single form (<i>Swipe + proof</i>)
21	Touch up	Combining two separate word to produce a single form (<i>Touch + up</i>)
22	Blush on	Combining two separate word to produce a single form (<i>Blush + op</i>)
23	Coverage	Combining two separate word to produce a single form (<i>Cover + age</i>)

b. Derivation

Based on the sixty-seven acquired registers, there were sixteen registers classified into derivation word-formation process.

Table 3: List of Derivation Word-Formation Process

No	Register Used	Word-Formation Process
1.	Flawless	Combining root word and affix (<i>Flaw + less</i>)
2.	Baking	Combining root word and affix (<i>Bake + ing</i>)
3.	Creasing	Combining root word and affix (<i>Crease + ing</i>)
4.	Glowing	Combining root word and affix (<i>Glow + ing</i>)
5.	Pigmented	Combining root word and affix (<i>Pigment + ed</i>)
6.	Eyeline	Combining root word and affix (<i>Eyeline + er</i>)
7.	Bronzer	Combining root word and affix (<i>Bronze + er</i>)
8.	Corrector	Combining root word and affix (<i>correct + or</i>)
9.	Moisturizer	Combining root word and affix (<i>Moisturize + er</i>)
10.	Primer	Combining root word and affix (<i>Prime + er</i>)
11.	Highlighter	Combining root word and affix (<i>Highlight + er</i>)
12.	Concealer	Combining root word and affix (<i>Conceal + er</i>)
13.	Powdery	Combining root word and affix (<i>Powder + -y</i>)
14.	Patchy	Combining root word and affix (<i>Patch + -y</i>)
15	Glossy	Combining root word and affix (<i>Gloss + -y</i>)
16	Cakey	Combining root word and affix (<i>Cake + -y</i>)

c. Borrowing

Based on the sixty-six acquired registers, there are 2 registers classified into borrowing word-formation process.

Table 4: List of Borrowing Word-Formation Process

No	Register Used	Word-Formation Process
1.	Mascara	Borrowing from Italian (<i>maschera</i> into <i>mascara</i>)
2.	Ombre	Borrowing from French (<i>ombre</i>)

3. Meaning of Register Used

Any two types of meaning in this study, namely conceptual and connotative meaning. The researcher found the data with the highest number of registers meanings are in the connotative meaning.

a. Conceptual Meaning

Conceptual meaning in this study is obtained from the explanation on the oxford dictionary. Based on the data collection from sixty-six registers, any twenty registers which is includes in conceptual meaning.

Table 5: Meaning of Register Used

No	Register	Conceptual Meaning
1.	Shade	A particular form of a colour, that is, how dark or light it is
2.	Concealer	skin-coloured cream or powder used to cover spots or marks on the skin or dark circles under the eyes
3.	Eyeshadow	A type of coloured make-up that is put on the eyelids (the skin above the eyes) to make them look more attractive
4.	Eyeliner	A type of make-up, usually black, that is put around the edge of the eyes to make them more attractive and likely to attract attention
5.	Eyebrow Pencil	A type of make-up in the form of a pencil, used for emphasizing or improving the shape of the eyebrows
6.	Mascara	Type of make-up that is put on eyelashes to make them look dark and thick
7.	Powder	A very fine, soft, dry substance that you can put on your face to make it look smooth and dry
8.	Eyebrow	The line of hair above the eye
9.	Apply	Put or spread something such as paint, cream, etc. onto a surface
10.	Glossy	Smooth and shiny
11.	Lipgloss	A substance that is put on the lips to make them look shiny
12.	Eyelid	Either of the pieces of skin above and below the eye that cover it when you blink or close the eye
13.	Bareface	Face without makeup
14.	Lipbalm	A substance that you put on your lips to protect them from sun, wind, etc.
15.	Moisturizer	A cream that is used to make the skin less dry
16.	Foundation	A skin-coloured cream that is put on the face under other make-up
17.	Lipstick	A substance made into a small stick, used for colouring

		the lips
18.	Skincare	The use of creams and special products to look after the skin
19.	Touch up	To improve something by changing or adding to it slightly
20.	Sunscreen	A cream or liquid that you put on skin to protect it from the harmful effects of the sun

b. Connotative Meaning

Based on the data collection from sixty-six registers, any forty-seven registers which is includes in connotative meaning. The connotative meaning in this study is obtained from the researcher's interpretation, but in interpreting the register used, the researcher is based on the explanation of the register users which is taken from the beauty vlogger's statement on makeup tutorial videos.

Table 6: Meaning of Register Used

No	Register	Connotative Meaning
1.	Cushion	One of the makeup bases in the form of compact powder, but the texture is creamy or liquid
2.	Contour	Makeup technique that functions to "shrink" an area of the face or strengthen the structure of the face
3.	Blend	Diffuse a product, so the makeup product is spread evenly to the skin
4.	Highlighter	One type of cosmetic product that gives a glowing effect or reflects light
5.	Highlight	A make-up technique to emphasize the parts of the face that reflect light naturally, such as the cheekbones, nosebone, and chin.
6.	Softlens	Thin layer in the form of a chip that is placed in the eyes to improve the quality of vision and beautify the eyes.
7.	Face Oil	Skincare products with thick oil texture to help maintain moisture and hydration of the skin properly.
8.	Creasing	The condition of the concealer or foundation that is used to clump in the wrinkle area, creating lines like cracks.
9.	Powdery	Texture of make-up products is like powder
10.	False lashes	Makeup items that are shaped like eyelashes to cover the flaws in natural eyelashes
11.	Baking	Technique of applying powder to the face by shushing the powder for a while (3 until 10 minutes) on areas that often have creasing
12.	Cut crease	Eye makeup style to make a sharp line at the crease using eyeshadow.
13.	Shimmer	The final result of a cosmetic product that has a smooth shiny effect
14.	Waterline	The line of skin between the eyelashes and the eye.
15.	Transferproof	Make-up products don't fade or disappear if stick to other things
16.	Waterproof	Makeup products will not fade or disappear because of water
17.	Swipeproof	Make-up products will not fade, disappear, or be damaged due to swiping
18.	Flawless	Makeup that looks almost perfect. No blemishes, no gaps, all facial flaws are successfully covered by makeup.
19.	Liptint	Lip color products that are made of water, gel, or alcohol are the main ingredients and are able to give a longer lasting color effect on the lips
20.	Dewy	Type of make-up result that gives a natural impression because the make-up looks blended with the skin, looks fresh, and glows.

21.	Matte	The term is used for the result of a makeup product that does not have a shine effect or shimmer particles.
22.	Primer	Product that is applied to fill the pores, so that a layer is formed above the skin which becomes the base before applying makeup.
23.	Beauty Blender	Make up sponge the size of an egg with the shape resembling a water drop.
24.	Brush	Tools used to apply make-up such as eyeshadow and blush on
25.	Sponge	Applicator used to apply makeup that has a liquid or cream texture such as foundation and concealer
26.	Setting spray	A liquid mist that is used to lock make-up so that it lasts longer
27.	Set	The last step in applying makeup to make make-up last longer
28.	Coverage	A term used to describe the ability of cosmetic products such as foundation, bb cream, or powder, to cover or even out the natural skin tone.
29.	Cover	Put or spread a layer of liquid or powder to even out the original skin tone.
30.	Transfer	The process moved of make-up from face to other objects when pasted
31.	Patchy	The term is usually used when applying foundation which makes the skin tone and texture uneven and some parts look dry and peeling.
32.	Color Corrector	Concealer in a certain color to remove unattractive facial areas
33.	Crack	The term is commonly used as a sign of the "break" of the make-up texture that has been applied to the face.
34.	Blush on	Cosmetics used to redden the cheeks
35.	Lipscrub	Care products for lip skin with smooth granules to clean lips and lift dry skin
36.	Lipcream	A lip product that is a liquid (or thick) version of a lipstick
37.	Bronzer	Dark-colored make-up items used to make the face look thinner
38.	Base make-up	A cosmetic product that is applied to the skin before foundation.
39.	Loose powder	Light textured powder with fine particles that work to control oil and lock in makeup to make it last longer.
40.	Compact Powder	Pressed powder in a flat jar
41.	Corrector	Make-up products used to fix or even out facial skin
42.	Puff	A tool used to apply makeup in the form of powder or compact.
43.	Pigmented	The term is used to describe the intensity or density of a

		make-up color.
44.	Glowing	The condition of skin or finishing makeup that makes the skin look shiny and fresh.
45.	Cateye	Form of eyeliner that has a pointed tip and rises on the top
46.	Cakey	The term make-up used to describe the condition of makeup that clumps and are too thick
47.	Ombre	mix several colors to form a gradient on the lips

Discussion

In this term, the researcher presents the discussion based on the research findings. The discussion is about the registers used, the word-formation processes of the registers used, and the meaning of registers used by three beauty vloggers on youtube channels (Tasya Farasya, Molita Lin, and Devienna).

In this research, the researcher found sixty-seven registers used by three beauty vloggers on youtube channels (Tasya Farasya, Molita Lin, and Devienna). The findings were obtained from the results of analyzing the utterance of the three beauty vloggers containing registers. From these utterances, the researcher transkrip them into written form.

After analyzing the data collected from July 2nd, 2022 to July 9th, 2022 toward three beauty vloggers (Tasya Farasya, Molita Lin, and Devienna), Tasya Farasya, Molita Lin, and Devienna, it could be assumed that the beauty vloggers usually use registers in carrying out their activities. Holmes (2013) said that the term register refers to the language used by several people with the same interests or jobs, or the use of language in the same group. Furthermore, Yule (2010) states, registers are conventional way of using that is appropriate in a specific context, which may be identified as situational (e.g. in church), occupational (e.g. among lawyers) or topical (e.g. talking about language). In the makeup videos tutorial from the three beauty vloggers, they discuss about makeup. All three have the same step of doing makeup, starting with "pre-makeup", then "eye makeup", then "base make-up", "lip makeup" step, and for last the "finishing" step. In the pre-makeup step, the three often use 'primer', but in some video makeup tutorials, the three beauty vloggers apply 'moisturizer' and 'setting spray' products as their pre-makeup. Then in the "eye makeup" step, the three of them apply 'eye shadow', 'brow pencil', 'eyeliner' and 'mascara'. The three beauty vloggers use different types of products in their "base makeup". The three beauty vloggers in almost all of their makeup tutorial videos, they use 'foundation' as their base makeup, but sometimes they also use 'cushion' to apply. In the "lip

makeup" step, the three beauty vloggers use slightly different registers. Tasya Farasya and Devienna use 'lipcream' more often, while Molita Lin uses 'lipstick and liptint' more often. At the "finishing" step, the three beauty vloggers set their make-up, Tasya Farasya often set makeup with the 'baking' technique using 'compact powder'. While Devienna and Molita lin more often set their makeup using "setting spray". They almost use the same register that exist in beauty. Tasya Farasya, Molita Lin, and Devienna use the same register regarding makeup. In this case, it can be seen that all three use registers because they have the same job, namely as beauty vloggers according to the theory stated by Holmes and Yule. Besides that, they also have the same topic of discussion, namely the topic of makeup according to the theory stated by Yule. So the findings of this study support the theories that stated by Holmes and Yule.

Yule (2010) states, there are several word-formation processes, namely etymology, coinage, borrowing, compounding, clipping, blending, backformation, conversion, derivation, and acronym. After analyzing the gained registers, the researcher found that there are three types of word-formation processes in this study, namely compounding, derivation, and borrowing. It consists of 23 compounding word-formation processes, 16 registers classified into derivation, and 2 registers classified as borrowing. It can be seen that the most widely used word formation process is the compounding word-formation process. Compounding root word and affix (-less) like "flawless", compounding root word and affix (-ing) like "creasing", "glowing", and "baking", compounding root word and affix (-er) like "moisturizer", "primer", "highlighter", "bronzer", etc and compounding root word and affix (-y) like "cakey", "powdery", "glossy", etc.

Another result of this research is that there are registers that have their own meaning based on the field of beauty, the registers are "baking" and "puff". According to the Oxford Dictionary or in general, "baking" means "the process of cooking using dry heat in an oven". While what is meant by register beauty vloggers, baking means "a technique of applying powder to the face by letting the powder sit for a while (3 to 10 minutes) on areas that are often wrinkled". In addition "puff" in the Oxford Dictionary or in general, means "to be smoking a cigarette, pipe, etc". Meanwhile, in the register of beauty vloggers, "puff" means is a tool used to apply powder, bronzer, blush, and other makeup in the form of powder.

Conclusion

It can be concluded that the beauty vloggers register contains certain words used by beauty vloggers. Any sixty-seven registers used to beauty vloggers and any registers that are most used or spoken by the three beauty vloggers, these registers are cushion, shade, contour, concealer, eyeshadow, eyeliner, blend, mascara, and powder. In this study, any three types of word-formation processes, including compounding, derivation, and borrowing. The researcher found twenty-three registers classified into compounding Word-formation processes, sixteen registers classified into derivation word-formation process with the suffixes "less", "ing", "ed", "age", "er", "or", and "y". And any 2 registers classified into borrowing word-formation process from sixty-six registers used. Researcher found the meanings of register used with conceptual meaning and connotative meaning. There are twenty used registers which are conceptually meaningful and there are forty-seven used registers which have a connotative meaning.

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