Investigating a Register on Language Displayed in the Billboard of Food and Beverage in Medan

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ABSTRACT

This research is aimed to investigate a register used in the Billboard of foof and beverage in Medan city, Indonesia. As we know, language used in the billboard of food and beverage in Medan was different from that used by people in daily conversation. There was specific terms to explain the event that happens in the billboard of food and beverage. Many registers used in the billboard of food and beverage could be found especially in English. In this case, this research analyzed the lexical meaning of register used in the billboard of food and beverage. The type of this research was descriptive qualitative research. The object of this research was the register used in the billboard of food and beverage. The data were register words. The data source was the billboard of food and beverage. In collecting the data, the researcher looked for the billboard of food and beverage, data collection, data reduction, data display, verifying conclusion. In analyzed the data, the writer classified the data, analyzed the lexical meaning of register and analyzed how was register realization displayed in the billboard of food and beverage. Based on the analyzed, the researcher found 17 data register words, and then analyzed to the lexical meaning. And the researcher found that the registers on the billboard of food and beverage were realized in different ways according to the context and Based on the field, tenor, and mode.

Keywords : *Language variation, register, billboard of food and beverage.*

INTRODUCTION

Language and human are interconnected one to another. Language is a mirror of the mind, through language we can understand what is in the brain of a human being (Herman, 2017:77; Butarbutar et al, 2020). Indonesia is the country that has many of language. Each language has its own characteristic based on the social class, ethnic, racial, occupation, etc. Registers are often found in every characteristic. Register are usually characterized by differences in vocabulary, either by the use of certain words or by the use of words in a certain sense.

Holmes (1992:246) describes register the language of groups of people with common interest/job, or the language used in situational associated with such groups. Social factors and situational factors bring up a variety of language variations between different groups of people. For example children and parents, or between teachers and students, between civilians and the military, between seller and buyer. Every variation the language is different from other varieties show the characteristics of group from another group. This is not only caused by it is speakers, but rather interaction activities the social they do is very different. Differences in language use in each social environment usually marked by a register in the group.

As now, we can find many people selling food and beverage by using new words in the billboard. And many people can not understand what the meaning of new words that (register), after

that many people do not know how the register was realized in the billboard. (For example: 10k) what is 10k? Many people do not understand about it. Therefore it needs to be researched.

Communication must be done well and must use registers in accordance with the context so that the message delivered can be understood. According the theory from Halliday (1985:44), register refers to specific lexical and grammatical choices as made by speakers depending on the situational context, the participants of a conversation and the function of the language in the discourse. Therefore, the writer used the billboard of food and beverage to researched because there was many register whose meanings were unknown to many people. The writer does research for the lexical meaning of register used in the billboard of food and beverage.   After doing this research, the writer hopes many people know what the meaning of the register that was used. And henceforth seller of food and beverage must pay attention to the register used so that many people can knows the meaning

LITERATURE REVIEW

1. Register

Johnstone (2008) as cited in Irhana and Irhana, Arifin and Ariani (2017) defines register is a variety of language or style associated with a recurrent communicative situation or set of communication roles. Wardhaugh (2002:32), Registers as sets of language items associated with discrete occupational or social groups. Hence, register refers to specific lexical and grammatical choices as made by speakers depending on the situational context, the participants of a conversation and the function of the language in the discourse (Halliday, 1985:44)

Halliday (1978, 1985, 1994) suggests that any context for language use can be studied in terms of three components which will be briefly defined text, namely field, tenor, and mode.

a.   Field is defined as the total event, in which the text is functioning, together with the purposive activity of the speaker or writer; it thus includes the subject-matter as one element in it (Halliday, 1994:22). The filed describes activities and processes that are happening at the time of speech.

b.   Mode refers to the function of the text in the event, including therefore both the channel taken by the language spoken-spoken or written, extempore or prepared, and its genre, or rhetorical mode, as narrative, didactic, persuasive, phatic communion, and so on. This variable determines the role and function of language in a particular situation

c.   Tenor describes the people that take part in an event as well as their relationships and statuses. Tenor refers to the type of role interaction, the set of relevant social relations, permanent and temporary, among the participants involved (Halliday, 1994:22).

2. Semantic Meaning

Semantics is the study of the meaning of words and sentences at it is simplest, it concerns with the relation of linguistic concepts and mental representations in order to explain how sentence are understood by the speakers of a language. Hence, According to Leech as cited in Syafitri and Marlinton (2018:44), semantics is a study of the meaning as a branch of linguistics (Sitanggang, et al, 2020; Sinaga, et al, 2020). In conclusion, semantics is the technical term used to refer to study of meaning.

a.   Lexical Meaning

Chaer (1990: 62) describes lexical meaning is an adjunctive form derived from the form of a noun lexicon (vocabulary). The unit of the lexicon is leksem which is a meaningful unit of

language. Chaer (2012: 289) describes lexical meaning as a meaning that is owned or existed in lexeme even without any context.

   b.   Contextual Meaning

Contextual meaning is a linguistic meaning in context (Longman, 1992). Chaer (2012: 290), expressing contextual meaning is the meaning of a lexeme or word that is in one context. Kadmon (2001: 9) expressed contextual meaning also includes various assumptions that participants have in conversation.

3.   Advertisement

According to Arens et al (2000), advertisement is defined as communication of non-personal information, composed and structured, usually persuasive, about products (goods, services, and ideas). Dunn (1978:58) as cited in Purba and Herman (2020), advertising is paid, non-personal communication through various media by firms, non-profit organizations and individuals containing specific message to inform or persuade the audience. The message can be audio as on radio advertisement, visual as on television, and in the billboards.

4.   Billboard

Billboard is an outdoor advertising used by companies in open areas where a high traffic id found, exposed to passing pedestrians and drivers. Billboards are very visible in selected market segments which is expected to have it is communicative effect on consumers. So the words or sentences in the billboard also affect to consumers. The words or sentence used in the billboard must be clear in order to be understood by the consumers.

   Now in this digital age, billboards also use new technology so that a term called the digital billboard appears. There is also a mobile billboard that is a billboard that goes here and there because it is installed on vehicles that are specifically cars (running ads). In it is development mobile billboard itself now has a digital mobile billboard.

5. Food and Beverage

Food is anything which provides essential nutrients to un-organism for growth, repair of body and perform all the works. Food provides nutrients like carbohydrates, protein, fat, and minerals.

Beverage is any liquid water which can quench the thirst. Examples: tea, coffee, milk, butter milk, coca-cola, etc.

RESEARCH METHOD

This research was conducted by using descriptive qualitative method. Creswell (2014) states that qualitative was descriptive because researcher was interest in the process, meaning, and understanding obtained through words or images. Qualitative research is more holistic and often involves a rich collection of data from various sources to gain a deeper understanding of individual participants, including their opinions, perspectives, and attitudes (Sitanggang, et al, 2019). The researcher took qualitative research for this study to identify how the realization of registers displayed in the billboard of food and beverage and the lexical meaning of the registers found on the billboard of food and beverage.

In this research, the technique used in this study was Analysis Interactive theory from Miles and Huberman (1998). They divided the steps in analyzing data activities with several parts, namely: data collection, data reduction, data display, verifying conclusion. In the analysis the data collection was observation carried out, and various documents based on categorization that corresponds to later research problems developed sharpening data through subsequent data searches and researcher do analysis data will be collect from register on language displayed in the billboard

of food and beverage based on categorization that is in accordance with the research problem. Data reduction is a form of sharpening analyzing, classifying, directing, discarding unnecessary data in order organize data in such a way so the final conclusions could be drawing and verified (Miles and Huberman, 1998). In this step the data were selected by identifying the register in the billboard of food and beverage. It was used as the material to be analyzed.

After reduction the data, the next step was display was drawing. Data was be classified by identifying the lexical semantic meaning of the register in the billboard of food and beverage and also identified how was register realization displayed in the billboard of food and beverage. The last step after doing the data display was drawing of the conclusion and verification. It was used to describe all of the data. So that it became clearly.

The data of this research was a text or language displayed on the billboard of food and beverage. The data was conducted specifically limited taken on the register terms. The data of this study was the registers on the billboard of food and beverage. There was conducted 17 the billboards of food and beverage have been analyzed. This data source from the internet taken on June, 2020.

FINDING AND DISCUSSION
FINDING

After conduction the analysis to the data, the researcher found 17 register words in the billboard of food and beverage posted in October, 2020. As shown in table I.

Table 1. The Words of Register

No	Register
1.	Disc
2.	Bro/Sist
3.	IDR and K
4.	PCS
5.	Dine In
6.	REG
7.	Cashback
8.	DZN
9.	Checkout and APP
10.	Upsize
11.	MAX
12.	NETT
13.	DriveThru and Min

DISCUSSION

This table explains about the lexical meaning of words register. But only a few for example.

Table 2. The Lexical Meaning of Register

	Register	Lexical Meaning
	endy's Party Pack 5, 5 **_PCS_** Fried Chicken Only RP.54.545 All Payment berlaku 16 Juli 2020. And the register	The lexical meaning of PCS is pieces, this piece means the sheet/piece, this piece is used to express the unit of goods.

Register	Lexical Meaning
was **PCS**.	
atime Rosella Blossom Good Tea Good Time Rp.24k **_REG_**. Rp.28K LARGE. And the register was **_REG_**.	The lexical meaning of REG is stands for regular, regular is used of something that follows as rule, standard, or pattern.
Chicken Holic + 1 Big Bite Diskon 15.000 + Kode Promo "SukaSuka4" **_NETT_** RP. 53.200. And the register was **_NETT_**.	The lexical meaning of NETT is stands for netto. Netto iof a amount, value, price. Remaining after a deduction such as tax or a discount has been made.
yar Pesan Antar Upnormal Dengan LinkAja! **_Cashback_** 20% 11 Mei- 30 Juni 2020. And the register was **_Cashback_**.	e lexical meaning of Cashback is a discount offered in return for immediate payment.

And the last table explain about how was register realization displayed on the billboard of food and beverage. For example only a few.

Table 3. The Realization of Register in The Billboard of Food and Beverage

No	Register	The Realization of Register
	endy's Party Pack 5, 5 **_PCS_** Fried Chicken Only RP.54.545 All Payment berlaku 16 Juli 2020.	The word **_PCS_** stands for piece. Many sellers use the word **_PCS_** that are used in counting the items they sell. Like this advertisement : 5 **_PCS_** means 5 pieces. Based on the field, the text was explained that at the Wendy's outlet, 5 pieces of fried chicken costs only Rp.54,545 applies to all types of payments. And based on tenor, the author of the text was the seller or owner of the Wendy's outlet, which was posted on instagram "promokulinermedan". Its readers were people who follow or view the instagram "promokulinermedan". The last based on mode, the text was explained in the written form in the advertisement of Wendy's outlets which was posted on instagram "promokulinermedan". The goal is to persuade or influence readers of the text to buy the fried chicken.
	Chatime Rosella Blossom Good Tea Good Time Rp.24k **_REG_**. Rp.28K LARGE.	The word **_REG_** is used in the advertisement to indicate the size of the drink bottle, namely **_REG_** is a small size, according to

No	Register	The Realization of Register
		the price of 24K. and LARGE, large sizes whose prices are 28K, more expensive than ***REG***. Based on the field, the text was explained that a regular size chatime rosella blossom costs 24k, and a large size costs 28k. And based on tenor, the author of the text was the seller or owner of the Chatime outlet, which was posted on instagram "promokulinermedan". Its readers were people who follow or view the instagram "promokulinermedan". The last based on mode, the text was explained in the form of written in the advertisement of Chatime's, which was posted on instagram "promokulinermedan". The goal is to persuade or influence readers to buy or order the product.
	3 Chicken Holic + 1 Big Bite Diskon 15.000 + Kode Promo "SukaSuka4" ***NETT*** RP. 53.200.	The word ***NETT*** used in the advertisement to state that the price of the food being sold is correct. And is non-negotiable. Based on the field, the text was explained that the outlet from chicken holic provides a 15,000 discount by purchasing certain menus and by entering the promo code provided. And based on tenor, the author of the text was the seller or owner of Chicken Holic, which was posted on the instagram "ChickenHolic". Its readers were people who have followed or viewed instagram "ChickenHolic". The last based on mode, the text was explained in the written form in the Chicken Holic advertisement, which was posted on the instagram "ChickenHolic". The goal is to persuade or attract the attention of readers to buy or order chicken holic.
	Bayar Pesan Antar Upnormal Dengan LinkAja! ***Cashback*** 20% 11 Mei- 30 Juni 2020.	The word ***cashback*** used in this advertisement is not a direct cash refund to the buyer . But in the form of a deposit. The benefit for consumers is that consumers can save the balance in their application. Based on the field, the text was explained that the cost of delivery messages from

No	Register	The Realization of Register
		warunk_upnormal when using the LinkAja! Application, and you will get 20% cashback starting from 11 May - 30 June 2020. And based on tenor, the author of the text was the seller or owner of warunk_upnormal, which was posted via instagram "promokulinermedan" and instagram "warunk_upnormal". Its readers were people who follow or view the instagram "promokulinermedan",and "warunk_upnormal". The last based on the mode, The text was explained in the form of written in the warunkupnormal advertisement, which was posted on the instagram "promokulinermedan" and instagram "warunk_upnormal". The aim is to persuade or influence readers to pay the cost of delivery messages via the LinkAja! Application.

CONCLUSION

Register was the use of special words related to the type of work or even certain social groups. Based on the results, the researcher only found 17 registers displayed on the billboard of food and beverage in Medan. And 17 register words were interpreted in the form of lexical meaning. And the researcher explained that the registers on the billboard of food and beverage were realized in different ways according to the context, and based the field, tenor, and mode.

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