CHAPTER 1

INTRODUCTION

1.1.   BACKGROUND OF THE STUDY

The diversity of many languages in the community leads to language variation which is called register. Register is a variety of language that the language they use is quite clearly distinguishable from language used in other context (Holmes 2013). The register studied the language features of occupational group (Wardhaugh 2010). The characteristics of each language community and certain fields can make the language used unique. In addition, a certain group of people always generate new lexicons along with the times. Register changes along with the society development. In sociolinguistic studies, the register is not only understood as a semiotic system, but also seen as a social system, a communication system and as part of the culture of a particular society (Ardi 2013). Therefore, in language research with a sociolinguistic approach, we will always know how to use and utilize registers in society.

Register is usually used by a group of specialists that often develop to talk about their specialty. As an example, in the society, there are various communities or groups of people with the same occupation such as farmers, traders, doctors, or even school children. Such groups are called as 'occupational groups' (Holmes 2013). The occupational group, with or without knowing it, they produce utterances that are slightly different from the other groups in general due to

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particular factors. That is why; the register used in each occupational group is slightly different. The use of registers is influenced by various social factors found in social life of the occupational group such as education, gender, age and social status (Holmes 2013).

A particular occupational group develops its own special lexicons and expression when they talk to each other in their community so that the communication can run quickly, precisely, and efficiently (Holmes 2013). Those lexicons are used because they think that every member in the groups has the same knowledge, experience, and interest. They do not need to explain the meaning of the lexicons used if they talk to the member of the same occupational group. On the other hand, other groups or outsiders who do not share the same experience and background may not understand what they are talking and still need some explanation about the meaning of the lexicons. Holmes (2013) claimed that register is the language of a particular group of people who share the same interests, jobs, or the language used in situation associated by the groups. Put it simply, register is used to convey shared meanings in effective way. Holmes (2013) also stated that the language used by the occupational groups lately develops more vocabulary and some characteristics which distinct from other groups such as the lexical, syntactical, morphological, as well as the phonological.

One of the popular occupational groups is a group of cooks. Cooking is one of the basic skills that people should have in order to survive. Long time ago, cooking was commonly done in the kitchen by housewives. Even people have the stereotype that cooking is a job that belongs to woman. However, over time this

starts to change. Nowadays, cooking is done not only in the kitchen at the house, but it also done on a TV studio as a competition. Moreover, many men today are also interested in cooking so that the stereotype of women belong to the kitchen has begun to disappear. Cooking is not only enjoyed by older people but also younger people in all ages. In addition, cooking has become a trend for millennials recently. Based on a survey conducted by Google (2015), millennials are cooking more. They like to do experiment with new recipes and learn new skills (Cooper 2015). As a result, many cooking competitions are held on the TV for example MasterChef Indonesia.

MasterChef Indonesia is a cooking competition program on television that aims to find cooking talents from people throughout Indonesia (MasterChef Indonesia n.d.). In the competition, the contestants are required to join audition from the location they choose until finally some candidates are chosen to participate the competition in the main studio of MasterChef Indonesia. Nevertheless, due to this coronavirus pandemic, the audition could be done online using video. In this competition, there are three professional chefs as the judges, the contestants, and even celebrities and other professional chefs as the guess stars. This program airs twice a week. The judges always give challenging and unique cooking challenges for the contestants in every week so the contestants really get a lot of knowledge about cooking. Furthermore, the audiences will not be bored watching the program because it is getting more and more interesting every week. Whether they want it or not, those challenges would cause the contestants to be eliminated or even survive in the final round.

As one of occupational groups, professional cooks also have their own register. In Mastechef Indonesia, there are some linguistics features produced by the chefs and the contestants. As an example, the judges and the contestants usually use vocabulary which has different meaning from the dictionary. The example is they use the word *protein* instead of meat to say some protein meats such as quill, rabbit, and duck. In the dictionary, protein itself means a nutrient found in food that is made up of many amino acids joined together that is important part of the human diet (Merriam-Webster). As for example, one of the members said "*proteinnya sebenernya gampang-gampang susah untuk diolah.*" If we do not look at the context, we will not know if they are going to cook a meat. Also meat does not only contain protein, but he said protein to replace the meat they are going to cook.

Aside from vocabulary, the writer found other linguistics features which are morphological processes. There are some features of morphological processes that occurred in the conversation among them. As an example, the chefs and contestants often uttered "marinasi." The word marinasi is borrowed from English word "marination." It can be known that they use borrowing because they want to make the conversation more efficient and understandable as the contestants are all Indonesian citizen.

Research about register has been developing very fast over the years. The writer found some prior studies related to this study. Alfi (2013) conducted a study about register which focused on the linguistic forms used in online shop which is Facebook. Another study is by Ulfah (2010) who purposed to find out

the characteristics of register in English movie advertisements. Permatasari (2019) also conducted a study about register. She aimed to analyze the language variety of broadcast talk at news division in Kompas TV Surabaya. Krisnawati (2013) focused on analyzing the fashion register in Cosmo Girl magazine. Then, the study by Ambarsari and Rusnaningtias (2016) aimed to describe the register used in the conversation between doctors and nurses.

Among the studies above, there were many studies about register focusing on many occupational groups such as movie, fashion, broadcast talks, and medical. However, register about cooking seemed to be lack of studies. As a result, the writer was motivated to conduct this research. The purpose of this study is to discover the linguistics features of the register used in MasterChef Indonesia Season 7. In the writer pre-observation, the writer found 2 linguistics features which mostly used in the conversation in MasterChef Indonesia which are the vocabularies and the word structure (morphological processes) of the register. For that reason, linguistics features of vocabulary and morphological processes are chosen to be analyzed. In collecting the data, first of all, the writer downloaded RCTI+ and search MasterChef Indonesia Season 7 in the search bar. After that, the writer watched and bookmarked some videos to be analyzed. The videos contained the final round of MasterChef Indonesia. The videos of MaterChef Indonesia are taken because the data collected from the videos have already represented the register used in the MasterChef Indonesia. The data was transcribed then analyzed using some theories from Holmes to find out the

linguistics features of the register used. The existence of previous studies is used as a reference for researcher in examining accurate data collected by researcher.

The writer chose this topic due to some reasons. The first reason is to reveal the linguistic features used by the occupational group of professional cooks in the MasterChef Indonesia. It is because there are the chefs who are experts in the field of cook and the contestant who are novice. They talk to one another using the register. The language used in the MasterChef is unique and not all people understand what the chefs are saying. For this reason, this research needs to be conducted because it would help ordinary people and the beginners of cooks understand the conversation (among expert chefs) occur in the MasterChef as the program is held for all society. Second, the writer chose MasterChef Indonesia because there is less research about the register among cooks in MasterChef even though the program is being widely seen and sometimes becomes a trend especially among people who like cooking. Third reason, it is because MasterChef videos are also uploaded in the other platforms, so it allows the writer to collect the data as much as possible efficiently. This research hopefully can give benefits to the readers who are interested in studying or conducting a research about linguistics and register. Additionally, this research study is expected to be able to increase the wealth in the world of language, especially in sociolinguistic studies.

1.2. STATEMENT(S) OF THE PROBLEM

Based on the background study, the writer conducted a study to answer the following questions:

(a) What vocabularies are found in the register used in MasterChef Indonesia Season 7?

(b) What morphological processes are found in the register used in MasterChef Indonesia Season 7?

1.3.   OBJECTIVES OF THE STUDY

Considering the problems in the research questions above, the writer formulates the objectives of this research as:

(a) To identify the vocabulary of the register used in the MasterChef Indonesia Season 7.

(b) To describe the morphological processes of the register used in the MasterChef Indonesia Season 7.

1.4.   SIGNIFICANCE OF THE STUDY

This research is expected to be beneficial for the writer, other researchers and the readers as well as to provide some contributions in sociolinguistics, especially the field of register. Furthermore, the result of this research hopefully could increase the wealth in the world of language, provide new insights and ideas as well as could deliver some useful explanation for many people by exploring the linguistics features especially the features of vocabulary and morphological processes which also can be used as an additional reference for studying the same topic.

Practically, the results of this research are expected to help the knowledge of the beginner of cooks and MasterChef Indonesia's audiences to understand the linguistic features used in the MasterChef Indonesia. Moreover, this research is

expected to help other researchers who interested in conducting new researches in the same area of register and help the readers understand the register. In addition, this research is attempted to be useful and enrich the research topics about sociolinguistics especially register in the Universitas Airlangga.

1.5.   SCOPE AND LIMITATION

This research was limited to analyze the register of cooking in MasterChef Indonesia Season 7 only. This was focused on investigating the linguistics forms which are specifically focusing on the vocabularies and morphological processes of the register. The writer used videos from the MasterChef Indonesia that have been uploaded in RCTI+. The data were taken from the utterances of the judges and the contestants during final round of MasterChef Indonesia Season 7 then analyzed using some theories. The theory used in organizing this research was the theory from Holmes to analyze the vocabularies and the morphological processes of the register. Theory from Yule (2013) about word formation process and other researchers were also is used as an additional reference in analyzing the data.

1.6.   DEFINITION OF KEY TERMS

a. **Register**: language used by communities which have common interests, job, or in a special situation (Holmes 2013).

b. **Masterchef Indonesia**: MasterChef Indonesia is a cooking competition program on television that aims to find cooking talents from people throughout Indonesia.

c. **Vocabulary**: the choice of words used by an occupational group which has different meaning from the general meaning in a dictionary (Holmes 2013).

d. **Morphological processes:** morphology is the study of words and their structure (Bauer 2003).