

ABSTRACT

Language and society are two things that usually relate to each other. The existence of each is mutual as it can not be separated. Goes with the flow, the relationship among language and society brought up much variety that is interesting to be analyzed, which belongs to the study of sociolinguistics as the main subject in this research thesis. From this point as guidance, the operational language in Pizza Hut Mulyosari becomes the main topics to be analyzed.

Language variety used in Pizza Hut is then being analyzed through three basic approaches: lexicogrammar and dimension of register. These approaches are applied to every single data gotten by the writer in order to find what kind of language variety it is then inserted several theories in order to support the analysis.

In lexicogrammar approach, the main focuses are the words' choice and the syntactical pattern that appear in the data. Then it is found that the words' choices there are so special that is quite unique but also usual in a restaurant, along with the composition of words in its syntactical pattern that is also unique.

In the dimension of register, there are three main points that are applied on the data to find the variety of language foundation. Field, mode and tenor are put inside the data to identify the register feature so that the variety of language there can be categorized as register.

After all the approaches are applied, the result or finding of it develop a new face of register that is focused on the occupational environment that is related to the speaker of it which provide further research to be analyzed.