

CHAPTER I

INTRODUCTION

A.1 Background of the Research

As a human being, people use a language to communicate with others. By using a language, people can convey their message to others. Language is the powerful medium of communication in any speech community. Language helps many people to do their activities in society, such as in school, office, collage, organization etc. Sociolinguistics helps us to observe and analyze about language which use in social live or in our society.

Sociolinguistics is a branch of linguistics study. Sociolinguistics is the study of language that use in our social life. According to Holmes in her book, An Introduction of Sociolinguistics fourth edition, which says:

Sociolinguistics study the relationship between language and society. Many linguists are interested in explaining why we speak differently in different social contexts, and they are concerned with identifying the social function of language and the ways it is used to convey social meaning (Holmes, 2013:1).

From the explanation above about sociolinguistics, we know that sociolinguistics is study about language in society; who use the languages; how it is used; where and when it is used; what is being talk; what is the purpose; and with who it is used.

In certain group or community, people who live in those groups or communities usually use the special language which is different from others. In

the sociolinguistics we usually called it as a register. Register is one of language variation in sociolinguistics study. Ronald Wardhaugh states :

Register is another complicating factor in any study of language varieties. Generally speaking, registers are sets of language items associated with discrete occupational or social groups (Wardhaugh, 2015:53).

It means that in our social groups or communities actually there are so many specific or special languages that used by people and even different background for some people. Though, maybe they have same words but it has different meaning in another groups. In sociolinguistics perspective, register is described as the language used in situations associated with such group of people with common interest or job, and it refers to the use of a particular style of a language by a certain group of people in conditions they are involved in (Holmes, 2013:239). So we can find uncommon language in certain job and community in our society. The broader explanation sees it as a type of social genre of linguistic usage, such as, the language of a newspaper article or a recipe in a cookery book (Stockwell, 2002).

These days the cookery text is no longer confined to books, but expressed through a range of media. Radio programmes and newspapers include sections on cooking and some magazines are devoted entirely to it. Television and the internet have turned cooking into a truly cross-media enterprise. Many TV chefs appear on TV cooking their signature dishes, the recipes of which can be found in their cookbooks and on their personal websites. From this perspective a cookbook is no longer the only means of communicating a cookery text.

Cookery is defined as “chemical process”, the mixing of ingredients; the application and withdrawal of heat; decision making, technical knowledge and manipulative skills. Cookery is considered to be both an art and technology. Meanwhile, cooking is something that ties people together around the world. It is something we are familiar with. Not everyone has to cook for themselves but they have seen it done. According to Oxford Dictionary, cooking is the process of preparing food. In table manner there is a good order in food dishes. Those are appetizer, main course and dessert.

Appetizer is a small dish of food or a drink taken before a meal or the main course of a meal to stimulate one's appetite. There are two kinds of appetizer, cold appetizer and hot appetizer. Cold appetizer is appetizer which serve cold or fresh such as fruit salad, vegetable salad and cocktail. While hot appetizer is appetizers that are through the cooking process, served in hot conditions such as croquette and risoles. Main course is the main dishes from a complete menu arrangement served at lunch and dinner and the portion size is bigger than the appetizer. Meanwhile, dessert is a dish which is serve after the main course. Dessert dishes are often called the final course or the last course and taste sweet. For example Ice Cream, Pudding, Mousses, Fruit Pie, Cake, etc.

A text variety that is always part of in a cookery text, is the recipe (Kerseboom, 2010:3). Texts from cookery books will always include cooking recipes. A cookery text must contain one or more recipes and can include texts on other culinary topics. A travel journal that includes recipes is considered a

cookery text (Kerseboom, 2010:13). Recipe is a set of instructions that tells you how to cook something and the ingredients you need for it. Koçak (2013) stated that there are some variations in the register of recipes, there are certain features which characterize recipes and help to make it clearly recognizable and distinguishable from other registers.

Based on the explanation above, the researcher will analyze about the register on the cookery book. The researcher take a dessert recipe book from The Steamboat Pilot and Today entitled *Holiday Dessert Bake-Off*. The Steamboat Pilot and Today is an American newspaper owned by Swift Communications. This newspaper give some information about entertainment, sport, cookery, etc. In 2010, Steamboat held an event about dessert cooking competition and printed a book about dessert recipe. Those recipes written by several finalists from this competition. The researcher is interested to analyze this recipe book because, as we know that a cook become a job which we call as a chef. Meanwhile, food has always been a topic of fascination for the general public. Besides, (Klenova, 2010:10) states that recipes aim to inform and transmit culinary expertise by means of giving instructions on how to make a variety of dishes to a wider circle of people and addressees.

Now we can find recipes easily through various media, one of them is by using recipe book. Therefore, the researcher wants to analyze how the language used in the book recipe.

The terminology of this research follows the practice of Biber and Finegan, who use throughout their book *Sociolinguistic Perspectives on Register*. The analysis of the language of recipes follows the guidelines given by Biber on the general characteristics of register analyses. Biber said that “typical register studies have three components: description of the situational characteristics of a register, description of the linguistic characteristics, and analysis of the functional or conventional associations between the situational and linguistics features”. The researcher conducts a research with a title “REGISTER ON *HOLIDAY DESSERT BAKE-OFF BOOK: A SOSIOLINGUISTICS APPROACH*”.

A.2 Problem of the Research

In this research, the researcher raises the following questions:

1. What are the linguistic forms of the register used in *Holiday Dessert Bake-Off Book*?
2. What is the meaning of the register used in *Holiday Dessert Bake-Off Book*?
3. What are the linguistics features of the register used in *Holiday Dessert Bake-Off Book*?

A.3 Objective of the Research

Objectives of the research are set as the answer of the problem of the research. The objectives of this research are:

1. To describe the linguistic forms of the register used in *Holiday Dessert Bake-Off Book*.

2. To describe the meaning of the register used in *Holiday Dessert Bake-Off* Book.
3. To analyze the linguistics features of the register used in *Holiday Dessert Bake-Off* Book.

A.4 Significant of the Research

This research purposes to know more about the register used in a recipe book. Hopefully this research gives the other researchers a better understanding of Register in the study of Sociolinguistics. Besides, most importantly, the researcher hopes it can be benefit and become a references for the other researcher who have interest in Sociolinguistics especially in Register analysis.

A.5 Scope of the Research

This research focused on the 78 dessert recipes from Steamboat Today especially in *Holiday Dessert Bake-Off* book. The scope of this research is the words and phrases from *Holiday Dessert Bake-Off* book. The researcher analyzes about the register form and linguistics features from this book by using theory from Biber and Finegan. Register here is words and phrases that occur in this book.

A.6 Definition of Key Terms

A.6.1 Register

Register in sociolinguistics can be define as a variety of language in social group. As Faridatul (2010:3) states:

Register represents a language variety that is based on its function. Usually, the patterns of register follow the existing ones, but they develop, either by addition or by reduction, since register is so dynamic that it always follows the development of the society.

From her statement, the researcher can conclude that register as a language variety is one of tools to communicate with one another in social group. Since, register is a language used in specific community or group to convey the message. This is in line with what has been suggested by Wardaugh (2010:23) who states that “Language allows people to say things to each other and expresses communicate needs”.

A.6.2 Recipe

A recipe is a standardized and tested procedure for preparing food, in which the ingredients to be used, their proportions, order of mixing and the time and temperature for cooking have all been worked out to produce a uniform and tasty products. While, according to Cambridge Online Dictionary, a recipe in the modern sense of the word is defined as “a set of instructions telling how to prepare and cook food, including a list of what food is needed for this”. There are various recipes for the preparation of foods of plant origin. However, attention will be focused on those recipes where the original product is either improved with respect to nutritional value or sensory quality.

A recipe is a set of instructions that show how to prepare or make something, especially a culinary dish. It is a set of instructions for producing a certain dish. Recipes normally consist of several components:

- The name of the dish.
- How much it will take to prepare the dish.
- The required ingredients along with their quantities or proportions.
- Equipment and environment needed to prepare the dish.
- An ordered list of preparation steps.
- The number of servings that the recipe will produce.

A.7 Organization of the Research Report

This research consist of five chapters, they are as follows:

Chapter I deals with Introduction which consists of Background of the Research, Problem of the Research, Objectives of the Research, Significance of the Research, Scope of the Research, Definition of Key Terms and Organization of the Research Report.

Chapter II deals with Review of Literature which consists of Theoretical framework and Review of Related Researches which contains a review of related relevant research.

Chapter III deals with Research Method which consists of Type of the Research, Data and Source of the Data, Method of Collecting Data, Technique of Collecting Data, and Method of Analyzing Data.

Chapter IV deals with Data Analysis which consists of Data Description, Data Analysis, and Discussion.

The last is chapter V consisting of Conclusion and Suggestion.