

THE ANALYSIS OF REGISTER USED IN FIVE SELECTED BEAUTY VLOGGERS VIDEOS ON YOUTUBE

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ABSTRACT

This research aimed to find out the types of beauty register, the linguistic forms, and the language functions in the five selected beauty vloggers videos on YouTube. The design of this research was a descriptive qualitative. The data concerned were words, compound words, and phrases taken from two different sources: ten videos' transcripts and ten videos. Data collection was performed through watching the ten beauty vloggers videos, reading the ten videos' transcripts, and taking notes of the needed data. Data analysis was conducted through data reduction, data display, and conclusion drawing. There were three results found in this research. First, the types of register identified in the ten beauty vloggers videos were casual and consultative. Second, the linguistic forms of each beauty register found were categorized into three divisions: (1) words, compound words, and phrases as grammatical unit; (2) noun, verb, and adjective as grammatical category; and (3) object and predicate as grammatical functions. Third, the language functions contained within all the beauty registers found were identified as ideational and textual. As the conclusion, the use of register may differ following to the social setting where the speaker is involved.

Keywords: linguistic, register, language function, beauty vlogger

ABSTRAK

Penelitian ini bertujuan untuk menemukan tipe-tipe register kecantikan, bentuk-bentuk linguistik, dan fungsi-fungsi bahasa dalam video-video lima vlogger kecantikan terpilih di YouTube. Bentuk penelitian ini merupakan kualitatif deskriptif. Data yang digunakan dalam penelitian ini berupa kata-kata, kata-kata gabungan, dan frase-frase yang diambil dari dua sumber data berbeda: sepuluh video transkrip dan sepuluh video dari lima vlogger kecantikan terpilih di YouTube. Pengumpulan data dilakukan dengan menonton sepuluh video vlogger kecantikan tersebut, membaca sepuluh video transkripnya, dan mencatat semua data yang diperlukan. Analisis data dilakukan dengan reduksi data, display data, dan pengambilan kesimpulan. Terdapat tiga hasil yang ditemukan dalam penelitian ini. Pertama, tipe-tipe register yang diidentifikasi dalam sepuluh video merupakan tipe kasual dan konsultatif. Kedua, bentuk-bentuk linguistik dari masing-masing register kecantikan yang ditemukan terbagi dalam tiga divisi: (1) kata-kata, kata-kata gabungan, dan frase-frase dalam

unit tata bahasa; (2) kata benda, kata kerja, dan kata sifat dalam kategori tata bahasa; dan (3) objek dan predikat dalam fungsi tata bahasa. Ketiga, fungsi-fungsi bahasa yang terdapat dalam semua register kecantikan yang teridentifikasi yaitu ideasional dan tekstual. Kesimpulannya, penggunaan register dapat berbeda-beda berdasarkan pada kondisi sosial dimana si pengguna register terlibat.

Kata Kunci: *linguistik, register, fungsi bahasa, vlogger kecantikan*

A. INTRODUCTION

Register is one of the language varieties caused by the difference in usage fields. It is a process or a result of using particular vocabulary related to the types of work or a certain social group (Hudson, 1996: 46). It also occurs due to the social interaction performed by people in their everyday life. Register sets of language items associated with discrete occupational or social groups such as surgeons, airline pilots, bank managers, sales clerks, jazz fans, and pimps employ different register. The kind of register concerned in this research is the ones from unique occupation, beauty vlogger. Beauty vlogger is one of the occupations growing with the rise of the beauty industry statistics rod. It is the term for people who make beauty content in the form of video and usually upload them to YouTube as the media.

This research selects five different beauty vloggers on YouTube. They are Jeffreestar, NikkieTutorials, Jackie Aina, Nikki Lilly, and My Pale Skin. The researcher takes account of one particular interest from these beauty vloggers that the concern of their contents is campaigning body positivity. Each beauty vloggers has insecurity if it is being seen through the eyes of strict and old beauty standard that says people are beautiful only if they have white, clear, smooth skin, their body proportions are ideal (average in height and weight).

This research discusses about the application of register served in the five selected beauty vloggers videos on YouTube. There are three objectives concerned in this research such as the types of register used, linguistic forms of register used, and functions of language served in the register used by the five selected beauty vloggers on YouTube. There are two theories applied in fulfilling the objectives of this research: (1) register type by Finch (2000) and Joos (1961); and (2) linguistic forms and language functions by Morley (2000). Thus, this research is entitled *The Analysis of Register Used in Five Selected Beauty Vloggers Videos on YouTube*.

B. THEORETICAL FRAMEWORK

1. REGISTER

Register is a variety of language used for particular purpose or particular social setting. Hudson defines register as language feature that lets the individual's activity to be seen (1996: 46). Register is usually known only by people who used the words. It connects with the occupation and particular vocabulary. Finch (2000) gives a distinguished classification of the register function which can be used as the parameter of which function

of an utterance can be concluded. In line with this, Joos (1961) describes that speech style is similar to register function which causes his classifications to be the same with Finch's.

a. Frozen

This form is sometimes called the static register because it refers to historic language or communication that is intended to remain unchanged, like a constitution or prayer. For examples: The Bible, the United States Constitution, the Bhagavad Gita, "Romeo and Juliet".

b. Formal

Less rigid but still constrained, the formal register is used in professional, academic, or legal settings where communication is expected to be respectful, uninterrupted, and restrained. Slang is never used, and contractions are rare. Examples: a TED talk, a business presentation, the Encyclopedia Britannica, "Gray's Anatomy" by Henry Gray.

c. Consultative

People use this register often in conversation when they are speaking with someone who has specialized knowledge or who is offering an advice. Tone is often respectful (use of courtesy titles) but may be more casual if the relationship is longstanding or friendly (a family doctor). Slang is sometimes used; people may pause or interrupt one another. Examples: the local TV news broadcast, an annual physical, a service provider like a plumber.

d. Casual

This is the register people use when they are with friends, close acquaintances and co-workers, and family. It is probably the one you may think of the most when you consider the way to talk with other people, often in a group setting. Use of slang, contractions, and vernacular grammar is all common, and people may also use expletives or off-color language in some settings. Examples: a birthday party, a backyard barbecue.

e. Intimate

Linguists say this register is reserved for special occasions, usually between only two people and often in private. Intimate language may be something as simple as an inside joke between two college friends or a word whispered in a lover's ear.

2. LINGUISTIC FORMS

According to Morley (2000), linguistic form is a meaningful unit of speech. Linguistic forms consist of grammatical units, grammatical category, and grammatical functions.

a. Grammatical Unit

According to Morley (2000: 25), there are five grammatical units such as morpheme, word, phrase, clause, and sentence. The sentence is the largest or highest unit. Its beginning is marked by the use of capital letters and its end by a full stop. The morpheme is the smallest or lowest unit. Halliday arranges all five units on a scale of rank, saying that units of higher rank are composed of units of lower rank. The relation between the five units is, therefore, one of composition or constituency.

b. Grammatical Category

Parts of speech are sentence elements that work together to make up a sentence. According to Morley (2000: 31), these are the abbreviations for the traditional eight parts of speech such as adjective, adverb, conjunction, interjection, noun, preposition, pronoun, and verb.

c. Grammatical Functions

Grammatical function is the syntactic role played by a word or phrase in the context of a particular clause or sentence. Most systemic descriptions of clause structure have traditionally made use of four primary elements: subject (S), predicator (P), complement (C) and adjunct (A) (Morley, 2000: 91). Since the development of the grammar embraced the multifunctional dimension, the primary elements - together with the element Finite (F) - have been associated with output from the semantic components. In English, grammatical function is primarily determined by a word's position in a sentence, not by inflection (or word endings).

3. LANGUAGE FUNCTIONS

Language has many functions in its application. Generally, it plays role to convey messages from people to one another. Sometimes, language also works as people's identity when they performing social interaction. On the other hand, language also fulfills three main linguistic functions which are ideational, interpersonal and textual.

a. Ideational Function

Reflecting the field parameter of register, the ideational function of language is concerned with the communication and interlinking of ideas and may be broken down into the experiential and logical functions. The experiential function is the one whereby a speaker expresses the prepositional content elements of his/her utterance, to communicate his/her ideas. In operating this function, the speaker refers to people, objects and abstractions, actions, events and states, features and qualities, and relationships of location, time, manner, reason, etc.

b. Interpersonal Function

The interpersonal function mirrors the tenor parameter of register and is evidenced in two main ways of verbal interaction and exchanges with others and through personal mediation/modulation of the main idea/content. In terms of social interaction, language serves to establish and maintain social relations as it is found in greetings and various forms of phatic communion.

c. Textual Function

The textual (or discoursal) function is as the one whereby language serves as a means to create texts as opposed to merely isolated and disconnected sentences. It concerns with shaping the nature of a text in its spoken or written mode by fashioning the texture of a passage. The scope of the textual function thus extends beyond individual sentence boundaries.

4. PREVIOUS RESEARCHES

The first previous research was entitled *A Sociolinguistics Analysis of Register Used in Online Shop of Social Media (www.facebook.com)* by Farikha Nur Alfi. Alfi's research aimed to explore the linguistic forms and meaning of register used in online shop by using Larson's theory. She used descriptive qualitative research as the method in collecting the data which were register words and phrases included in the dialogues between the buyer and seller of online shop. The results showed that: (1) the linguistic forms consisted of verbs, nouns, adjective, compound words, abbreviations, and noun phrases; and (2) the meaning of register used were referred as contextual and lexical meaning.

The second previous research was entitled *Register Analysis in English Movie Advertisements of www.21-cineplex.com* by Yetty Faridatul Ulfah. The aims of Ulfah's research were to find out the characteristics of register in English movie advertisements, to characterize types of the movies, and to describe the way language variety and figure of speech characterize the register of those movie advertisements. In her research, Ulfah applied descriptive qualitative method where the data were analyzed through Keraf's characteristics of register and Gown's film genres theories. The result of Ulfah's research claimed that: (1) the characteristics of register in English movie advertisements were different to each other based on diction, language variety, and figure of speech; (2) the uses of register were based on movie themes such as 'love' and 'time' in romantic drama, 'run out' and 'last life' in tragedy drama, and 'devil's work' in mystery drama; and (3) the way language variety and figure of speech characterized the register used in those English movie advertisements was through the application of simple sentences and phrases structure of informal style.

C. RESEARCH METHOD

This research was classified as a descriptive qualitative research. It was due to the fact that this research used words as its data which did not require to be statistically analyzed. Bogdan and Biklen (1992) state that in performing a qualitative research, people will use themselves as the key instrument. It simply refers that the researcher is the instrument to perform this type of research. In case of it, the researcher presumably used herself as the research instrument of this research. The data of this research were words, compound words, and phrases related to the objectives of this research served in the five selected beauty vloggers videos on YouTube. The data were taken from the ten videos' transcripts and the ten videos themselves of the five selected beauty vloggers on YouTube.

In collecting the data needed, the researcher performed several steps such as watching, reading, and taking notes. In analyzing the data, the researcher applied the three steps of data analysis by Miles and Huberman (1994). Those were data reduction, data display, and conclusion drawing. In the first step, the researcher focused on the objectives discussion of this research which were linguistic forms, register types, and language functions served in the data. In the second step, the researcher displayed the data analysis into description and tables in the findings. In the third step, the researcher gave the answers of this research's objectives after analysing the data in the findings.

D. FINDINGS AND DISCUSSION

1. FINDINGS

This research aimed to discuss about the uses of register in ten videos of selected beauty vloggers. The first objective is about the register types used in the ten beauty vloggers videos which analysed by using Joos' (1961) and Finch's (2000) theory. The second objective is about the linguistic forms served in each register found. The researcher used Morley's (2000) theory. The last objective aims to find out about the language functions that each register served in the videos. The researcher applied Morley's (2000) theory of language functions.

Table 1 Data of Beauty Registers in Ten Beauty Vloggers' Videos

No.	Register Type	Frequency
1.	Casual	292
2.	Consultative	40
	Total	332

Table 2 Data of Linguistic Forms and Language Functions in Each Beauty Register

No.	Linguistic Forms	Frequency
Grammatical Unit		
1.	Words	154
2.	Compound Words	38
3.	Phrase	140
	Total	332
Grammatical Category		
4.	Noun	295
5.	Verb	35
6.	Adjective	2
	Total	332

Grammatical Function		
7.	Object	292
8.	Predicate	40
	Total	332
No.	Language Function	Frequency
1.	Ideational	281
2.	Textual	51
	Total	332

a. *How To Get A Sugar Daddy Makeup Tutorial Video by Jeffreestar*

The first beauty register used by Jeffreestar was 'highlighters'. It referred to the kind of beauty product with the purpose to draw attention to certain areas of face such as cheekbones and tip of nose. Highlighters were usually shimmery or sparkly product. The type of register on 'highlighters' was classified as the casual type. It was because the setting and context involved when this register used. The setting of 'highlighters' was casual.

Data 1 (line 12, min. 01:10-01:12)

Jeffreestar : We are using two **highlighters** today for the glow.

The beauty register of 'highlighters' consisted of: (1) two words ('high' and 'light'); (2) a suffix of -er to state as the noun of the object (from its original of 'highlight'); and (3) a plural noun of 's' to state the amount of the object. Thus, it was clear to identify beauty register of 'highlighter' as a compound word in its unit. As for the grammatical category, 'highlighter' stood as a noun. It was based on the fact that Jeffreestar as the speaker used this register to state a product (its name). The grammatical function of this register was an object. It was clear to state this register as an object since the position of 'highlighter' in the utterance above stood as the receiver. 'Highlighter' received the act to be used (applied on the face) by Jeffreestar.

In the beauty register of 'highlighters', the language function identified was ideational. It was based on the fact that this compound word was used by Jeffreestar to refer to a beauty product that he was using at the moment. By referring to the product, it let his audiences to know the product in case some of them wished to try.

b. *Ready To Get Pregnant Smokey Eye Video by Jeffreestar*

As shown in data 4, the bolded phrase was found to be a consultative register type. 'Lip topper' was a glittery or iridescent product that made lip to look a bit more plumper

and dimensional. Due to the fact that Jeffreestar indeed gave suggestion about how to use the lip product, then it became obvious that 'lip topper' was included as a consultative one.

Data 4 (line 252-261, min. 10:04-10:25)

Jeffreestar : I'm gonna go in with the new Joey Cosmetics Frostbite **Lip Topper** oh my god this one is so gorgeous that you can put this over any lipstick you can wear it by itself or you can put it over a liquid lip and you ready to see what happens this might be my new favorite combination for the winter.

A phrase served as this register's unit. 'Lip topper' was made out of two separate words, 'lip' and 'topper'. Based on the fact that these two words were separated by a space, thus it could not be included as the compound word. The grammatical category of 'lip topper' was a noun. It was because this register referred to a name of an object (a beauty product in this case). 'Lip topper' was also included as an object in its grammatical function since this register served as the receiver of Jeffreestar's act of applying. He used this register on his lip.

As for the language function contained was a textual. By seeing the fact that Jeffreestar directly praised the lip product, it gave the product a sense of high quality towards his audiences. In which, another message appeared from his description which was to convince the audience to buy the exact same lip product. This was where the function of textual worked as an extensive message from the speaker.

c. *Simple No Makeup Makeup, 10 Minutes or Less Video by Jackie Aina*

The beauty register identified was in the type of casual register. It was referred as 'oil blotting powder'. This register was a beauty (powdery) product meant to banish excessive and unwanted oil on face. Jackie Aina referred to her register by mentioning its name which made it clear as a casual type. She was talking on her own social media platform that got her best to know to whom she was addressing the register. It was enough for her to just mention the register even without providing another detail.

Data 7 (line 140-144, min. 05:38-05:45)

Jackie Aina : before I move on to the next step I am feeling a little shinier than I'd like to be I'm going to take my perfect responsible **oil blotting powder**.

This register consisted of three separated words to create a name of beauty product. The three words were 'oil', 'blotting', and 'powder'. Each word was separated by space that clearly setting them to be a phrase rather than the compound word. Oil blotting powder' appeared to be a noun in its grammatical category. This was based on the fact that this register referred to a name of an object. As for the grammatical function, this phrase served as an object owing to Jackie Aina's word of 'take' (meaning to take the 'oil blotting powder'). This register was the one to receive the act to be taken by Jackie Aina.

In this register, it appeared that ideational served as the language function. As the speaker, Jackie Aine used the register of 'oil blotting powder' as the reference to help her in mentioning and showing the product she was using at the moment to her audiences. Although it was provided as shown in the data 7 above that Jackie Aina gave her reason to state the product as her favourite, yet it could not be stated as her extended message which would lead the language function into the textual one. It happened to be so owing to the fact that Jackie Aina had already inserted the word 'probably' right before her statement of 'favorite'. This one word somehow gave a sense that she actually had another truly favorite blotting product to be used.

d. *Neutral Cut Crease Glam Video by Jackie Aina*

The beauty register found was a phrase of 'lip pencil'. It referred as a beauty product which also known as a lip liner to boost the colour and longevity of the lip product (lipstick, lip matte, lip cream, etc) used. The use of this register revealed its type as a casual one due to the fact that Jackie Aina was only mentioning it. She mentioned the name, brand, and shade of the lip product used in the step above so that her audiences would be able to know about the product.

Data 9 (line 120-122, min. 04:09-04:12)

Jackie Aina : then I finished off the look with these lips this Tarte **Lip Pencil** in the shade Leader Graham.

The beauty register of 'lip pencil' was included as a phrase based on the two separated words that built this register. The words of 'lip' and 'pencil' worked together to form another meaning which referred to a kind of beauty product. This beauty register was identified as a noun in its grammatical category. It was a name of a product which set this register as a noun. When using this register, Jackie Aina referred to it as an object (something that received her act of finishing off the look). Therefore, the grammatical function of 'lip pencil' was an object.

The next language function was ideational as it served in the beauty register of 'lip pencil'. When using this beauty register, Jackie Aina was merely referring to the object involved in her activity. At the time she mentioned 'lip pencil', that was the moment ideational served its function to let Jackie Aina's audiences knew about the product that she was talking about.

e. *The Power of Makeup Video by Nikki Lilly*

The word of 'blusher' as register meant as a beauty product to give the sense of rosy and flushed appearance on cheeks. The beauty register of 'blusher' was included as a casual type because this word's state as a referred object. Nikki Lilly referred to this register to let her audience knew what step that she was doing at the moment without adding any tone of advice such as what 'blusher' product should be used or how to apply it best.

Data 11 (line 299-303, min. 14:42-14:54)

Nikki Lilly : I kind of like to be quite light handed when I do **blusher** because I've had so many experiences when I've just put too much on too quickly so now I just go in with quite a light hand.

The beauty register of 'blusher' was indeed a word. This register contained no other word than the 'blusher' itself. Thus, the grammatical unit identified was a word. As for the grammatical category, the register of 'blusher' was included as a noun. 'Blusher' was a name of a beauty product. Furthermore, the grammatical function served in this register was an object. It was because this register worked as the beauty product that was used by Nikki Lilly as the speaker.

There were two language functions that served 'blusher' as the beauty register at the same time. This case was a bit different due to the implied message behind Nikki Lilly's words. 'Blusher' functioned as an ideational since Nikki Lilly mentioned this register as the referred object involved in her makeup process. At the same time, 'blusher' also worked as a textual function following to her claim as the light handed when it came to applying this beauty product. Nikki Lilly explained that she tended to put too much 'blusher' on her face (which was not good) and therefore, she fixed that habit by applying it lightly. This claim contained an extended message that if there was anyone out there who experienced the same issue as her, they might use the same trick.

Nikki Lilly did not directly suggest this trick to her audiences, but her words did.

f. My Birthday Makeup Video by Nikki Lilly

The bolded word of 'primer' was identified to be the beauty register used in this video. This register was a beauty product with the function to help the makeup lasted longer and to minimize the appearance of pores and wrinkles. As a register, the word 'primer' was categorized into the casual type. Nikki Lilly used this register by mentioning it as a referred object in her first step of doing makeup. She was simply telling about what item that went on as the first step.

Data 12 (line 19-22, min. 00:53-01:01)

Nikki Lilly : so as I knew the day of my birthday it was going to be a very long day I thought I needed to deck out my face with **primer**.

The beauty register of 'primer' was identified as a word. It simply based on the fact that this register stood on its own. The grammatical category of 'primer' was served as a noun. Nikki Lilly as the speaker used this register to refer to a name of a beauty product that she was using at the moment of speaking. Furthermore, the beauty register of 'primer' stood as an object in the utterance above. It was owing to the fact that 'primer' received an act from Nikki Lilly. She applied this product on her face. Therefore, the grammatical function served was an object.

The bolded word of 'primer' contained the textual as its language function. Nikki Lilly explained that her birthday party was going to be a long day and to anticipate that, she used a 'primer'. This sentence gave out an extended message saying that using a

'primer' would help a lot to keep the makeup stayed long lasting. Nikki Lilly did not have to say out loud to the audiences about the function of primer because her words had already done that part for her.

g. Acne Coverage // Date Night Makeup Tutorial Video by My Pale Skin

The word of 'brush' referring as the beauty tool to apply the beauty product (in general) and came in many varieties based on each function of the tool itself. This beauty register was identified into the casual register following to the fact of My Pale Skin as the user in using this register. My Pale Skin simply referred 'brush' as the tool that she was using at the moment in the video without giving any additional detail or explanation about the 'brush'.

Data 16 (line 47-49, min. 02:31-02:37)

My Pale Skin : this **brush** is a little bit too big to be doing this but you know whatever.

The beauty register of 'brush' was included as a word since there was no other word stood beside it to form its meaning. As for grammatical category, this register worked as a noun. It referred to a name of a beauty product. Lastly, an object was signified as the register's grammatical function after seeing that My Pale Skin used this register to help in finishing her makeup process: as the object involved.

The beauty register of 'brush' was served by the language function of textual. By the time when My Pale Skin uttered 'this brush is a little too big' sentence, it indeed appeared as her casual mumbling. While in fact, this sentence actually contained an information extended beyond her mumbling words. The extended messages were that: (1) it would be so much better to use a suitable brush to be doing the step that she was doing in data 16 since the outcome of makeup would turn out better; and (2) it would be okay as well if using the same brush like her or with another brush since the outcome of the makeup would not be so affected. Regarding the existence of these two extended messages, therefore textual function appeared as the language function of register 'brush'.

h. Acne Coverage // Flawless Foundation Makeup Tutorial Video by My Pale Skin

As the first beauty register, My Pale Skin used the phrase of 'mattifying primer'. This beauty register referred to the primer product especially made for oily skin to control the oil without drying the skin out. This register was a casual type because My Pale Skin used this register as her way of referring a certain beauty product.

Data 18 (line 6-12, min. 00:27-00:43)

My Pale Skin : to prime my skin I'm going to be using the L'Oreal Paris Infallible **Mattifying Primer** and I'm just applying that all over my face especially concentrating in the areas where I get the most oily throughout the day.

This register was identified to be a phrase since there were two separated words combined to form another meaning. The two words were ‘mattifying’ and ‘primer’. As for the grammatical category contained, ‘mattifying primer’ showed to be a noun. This register referred to its name as a kind of beauty product. The grammatical function served was an object. It was because the stand of this register worked as the receiver of certain act which was using. My Pale Skin used this register as an object involved in her makeup process.

The language function served on the beauty register of data 18 was textual function. It implied an extended message based on My Pale Skin’s explanation while applying it. She told her preference of applying the product more on the oily areas of face. From this explanation, her audiences might infer an extended message saying that if they had the same issue of oily face and wanting to apply primer, then it was better to follow the step as My Pale Skin had explained in the video. It was all so that they could achieve the best result of using a ‘mattifying primer’.

i. *How I Used to Do My Makeup VS Now Video by NikkieTutorials*

The beauty register identified on data 21 was the phrase of ‘glass skin’. This register referred to a skin condition of exceptionally flawless to the point it gave out the sense of being like a glass. Consultative register was found as this register’s type due to the fact that NikkieTutorials directly give suggestion for achieving the ‘glass skin’ look. She explained to apply the beauty product right on the top of lip to achieve the look.

Data 21 (line 263-264, min. 21:27-21:34)

NikkieTutorials : And then lately for that **glass skin** kind of look I pull it towards the top of my lip here And that gives you that nice glass skin feel.

This register was included as a phrase in its unit following to the fact that two separated words contained. The words were ‘glass’ and ‘skin’ combined together by a space to form a another new meaning of beauty register. As for the grammatical category, ‘glass skin’ worked as a noun. It was a name of certain beauty product that NikkieTutorials used in her makeup process. This register served its grammatical function as a predicate. It was a predicate since she referred this register as a type of process in makeup and not as something that received her act. This register defined the act itself.

The language function of ‘glass skin’ register was categorized into ideational function. NikkieTutorials used this register to refer to an act she was doing at the moment so that her audiences were able to keep up with her.

j. *Classic Matte Valentine’s Day Makeup Tutorial Video by NikkieTutorials*

The phrase of ‘eye shadow palette’ was identified to be the beauty register that NikkieTutorials used. The beauty register of ‘eye shadow palette’ referred to the beauty product of eye shadow shades collection in a package. This register was identified into the type of casual owing to the fact that NikkieTutorials used this register to refer to a name of certain product.

Data 23 (line 89-91, min. 04:22-04:27)

NikkieTutorials : first we're going to go into this Elf **Eye Shadow Palette** called Mad Format 2.

This register identified to be a phrase after seeing the group of words that built it. The words of 'eye', 'shadow', and 'palette' had different meaning and yet, these words worked together to form another meaning of beauty register that they presented. The beauty register of 'eye shadow palette' was included to be a noun in its category. This register referred to a name of certain beauty product. Furthermore, its grammatical function served to be an object. Its stand on the utterance above was identified as the receiver of NikkieTutorials act in applying the eye product. Hence, it was clear to state this register as an object.

The phrase of 'eye shadow palette' appeared to have the ideational as its language function. This beauty register was used to give an idea of certain object involved in a makeup process by mentioning its name. NikkieTutorials as the speaker used this register to help her make a reference about the product she was using and talking at the moment to the audiences.

2. DISCUSSION

After having been conducting the analysis in this research, there were some similarities and differences appeared between the current research and the two previous studies. The first previous research was entitled *A Sociolinguistics Analysis of Register Used in Online Shop of Social Media (www.facebook.com)* by Farikha Nur Alfi. This research aimed to explore the linguistic forms and meaning of register used in online shop by using Larson's theory. The result of this research showed that: (1) the linguistic forms consisted of verbs, nouns, adjective, compound words, abbreviations, and noun phrases; and (2) the meaning of register used were referred as contextual and lexical meaning.

Comparing the result between Alfi's research with the current research showed a similarity and two differences. The similarity was laid on the findings of verbs, nouns, adjective, and compound words as the linguistic forms of beauty register found in this reserach. Meanwhile, the differences were: (1) this research also found the linguistic forms of phrase and predicate as the states of beauty register used in the five selected beauty vloggers videos; and (2) the register types identified were two out of five types as casual and contextual. The language functions contained within each beauty register were categorized as either ideational or textual.

The second previous research was entitled *Register Analysis in English Movie Advertisements of www.21-cineplex.com* by Yetty Faridatul Ulfah. This research focused to find out the characteristics of register in English movie advertisements, to characterize types of the movies, and to describe the way language variety and figure of speech characterize the register of those movie advertisements. The results of this second previous research were: (1) the characteristics of register in English movie advertisements were different to each other based on diction, language variety, and figure of speech; (2) the uses of register were based on movie themes such as 'love' and 'time' in romantic drama, 'run

out' and 'last life' in tragedy drama, and 'devil's work' in mystery drama; and (3) the way language variety and figure of speech characterize the register used in those English movie advertisements was through the application of simple sentences and phrases structure of informal style.

As well as the comparison with the previous research, there were also similarity and differences between the current research and the second previous research (Ulfah's). The similarity was on the result of this current research about the informal style of beauty register used in the five selected beauty vloggers videos. The differences were similar with the comparison on the first previous research.

E. CONCLUSIONS

This research concerns itself on the application of beauty registers in ten videos of the five selected beauty vloggers on YouTube. There are three objectives discussing the beauty register issue which are the register types, the linguistic forms in each beauty register used, and the language functions served in each beauty register found. The register types identified in this research were only casual and consultative. The linguistic forms of each beauty register found were included as words, compound words, and phrases for its grammatical unit. As for the grammatical category, the beauty register used were categorized into nouns, verbs, and adjectives. The grammatical functions of those beauty register were as either an object or a predicate. The language functions identified in each data of beauty register were as ideational and textual.

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