

AN ANALYSIS OF ENGLISH REGISTER USED ON MAKEUP TUTORIAL CONTENTS IN INDIRA KALISTHA YOUTUBE CHANNEL

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Submitted : June 5, 2023

Reviewed : January 17 2024

Accepted : March 8, 2024

ABSTRACT

Register is a variety of language that used to communicate in certain group. In Sociolinguistics, register is a term in the specific lexical and grammatical selection used by speakres depending on the context and situation. This research focused on the types and the function of register used on makeup tutorial contents in Indira Kalistha YouTube Channel. This research used descriptive qualitative research design, which describe the register phenomena used in makeup tutorial contents. The data were analyzing by identifying word and phrase. Based on findings and siscussion data, the total data found in this study were 35 data examined and categorized into 24 words and 11 phrases.

Keywords : Sociolinguistics, Register Function, Makeup Tutorial

INTRODUCTION

Make up tutorials are one of the most popular YouTube video genres among young females. Feminist media scholars have asserted that makeup videos are based on postfeminist culture. Postfeminism defines femininity as a bodily property and focuses on enhancing appearance through consumption (Chae,J, 2021). There are 28 make-up jargon that categorized into make-up product, make-up tools, make-up application technique, and make-up finish 16 make-up jargon in make-up tutorial videos on Youtube experiencing changes in meaning (Nanda Indira. etl, 2023). Meanwhile there is both partial and simultaneous influence of video blog content messages on the interest in using makeup among teenage girls (Muhaini, 2023). "Tutorial Makeup Dragon Makeup Halloween" and "Serum Foundation Pixy Makeup Going Out," contribute to reshaping perceptions surrounding makeup artists within the queer community. This study sheds light on the broader implications of makeup as a non-gender-bound profession (Loveitha, 2024).

Makeup can be seen as a form of resistance to mainstream beauty discourse in the Korean context, where light skin is historically preferred for cultural and social upward mobility (Smith et.al, 2023). There is an application in helping users to learn or follow a makeup procedure effectively that it is easy to use and that they were satisfied with the results of the application for beauty (Almaeda et,all . 2015) Beauty is something priority to be accepted in workplace. Therefore, women will always try to be beautiful in many ways. Beauty can divined as something beautiful and attractive. The beauty criterion for women is an ideal body, fair skin, straight,

black and long hair (Murniati, 2004). There are certain Western standards of beauty for women. First, women should appear natural, without showing any evidence of wearing makeup. Second society expects women to dress and act in ways that are pleasing to men (Michele, 2018). There are many beauty standards in social media so it is the need of teaching visual culture for all students to be equipped with the critical thinking skills to discern the messages in social media. The beliefs should be a choice that students can make for themselves. Critical thinking skills can be taught through visual culture lessons and allow students to discover multiple viewpoints in the information they are exposed to. (Stephens. S.C, 2019)

This research deals with the field of linguistics. The writer focuses on problems in the field of sociolinguistics, namely the functions and types of registers used by Indira Kalistha on her make-up tutorial through her YouTube channel. Sociolinguistics is an interdisciplinary science between sociology and linguistics, two fields of science that are very closely related (Chaer and Agustina, 2014). Register is a certain variety that is used for a specific purpose, as opposed to a social or regional dialect (Alwasilah in Aslinda, 2010). The use of register may differ following to the social setting where the speaker is involved. First, the types of register identified in the ten beauty vloggers videos were casual and consultative. Second, the linguistic forms of each beauty register were words, compound words, and phrases as grammatical unit, noun, verb, and adjective as grammatical category and object and predicate as grammatical functions. Third, the language functions contained within all the beauty registers found were identified as ideational and textual (Yuanita, 2023).

The purpose of this study is to describe the register types and analyze the functions used on make-up tutorials, especially YouTube. Today, a lot of people use this platform and due to its efficiency in beauty activity. The make-up tutorial was chosen because there are so many advances in this field that use special terms in the tutorial process. Based on that reason, the writer is interested in analyzing more about the register term found in the make-up tutorial.

RESEARCH METHODOLOGY

This type of study is descriptive qualitative research. Descriptive research aims to provide information on the current state of the phenomenon. It contains words and phrases instead of numbers. The researcher takes a qualitative study as this study aimed to identify the types and the functions of English register used on make-up tutorial content in Indira Kalistha YouTube channel. The reason of this study uses qualitative research is because it can describe the data obtained from the results of this study.

This particular part of the study explains the method of data collection namely documentation. According to Hancock et al (2006) the meaning of documentation is an effort to collect any written materials that are particularly useful in understanding a phenomenon. Data collecting technique is the most important step in research. The researcher uses note-taking technique.

According to Bowen (2009), document analysis is a type of qualitative research in which documents are interpreted by the researcher to give voice and meaning to an assessment topic. Data analysis techniques in this study were carried out by

describing and recording the data that had been determined on the research object. This descriptive research aims to make the data more accurate according to the facts that exist in the phenomenon under study. The data that has been obtained is then clarified based on the type and language function of English register.

RESULTS AND DISCUSSIONS

The problem of this study was to find the types and function of register used on makeup tutorial content in Indira Kalistha YouTube channel. The data of this study was taken from Indira Kalistha's makeup tutorial content. There are 10 videos selected of Indira Kalistha around fifteen minutes in each video. The findings are as follows:

A. Types of English Register on MakeUp Tutorial Content in Indira Kalistha YouTube Channel

Based on the definition of the register type which describes the common language used in certain groups in terms of work based on lingual unit form of words. It is divided into fourth terms, namely noun, verb, adverb, and adjective. The researcher analysis them as follow:

a. Register forms based on lingual units of words

1) Noun

Data (1)

“... yang kedua aku langsung pakai **cushion** dari Purbasari ...”

In the video, Indira uses cushion as a substitute for foundation when using facial makeup. Cushion is more practical In terms of usage, it is completed with an applicator sponge and a small mirror that looks like compact powder and is practical to carry anywhere. The beauty register of ‘cushion’ served as a noun because it describes the name of the object of makeup that will be used at that time. 'cushion' includes a single word in the form of a noun. The cushion is the same product as foundation which is packaged in a form that is more practical to carry anywhere. This product can be used to create a complexion on the face that has a lighter texture than foundation, so cushion is more suitable for use as an everyday makeup product for a natural look. Therefore the term cushion will be more relaxed to be remembered by listeners.

Data (6)

“ini (lip product) kalau misalkan kita makan kan dia luntur ya guys produknya kan hilang, tapi dia menghasilkan warna merah natural gitu di bibir kita, jadi dia kayak nge-stain gitu”

Stain is a term in beauty makeup that is related with lipstick products. Lip stain has the same formula between a lip tint and a lipstick, in terms of coverage. In this context 'stain' belongs to a single word of noun that describes the pigmentation of a lip product. Therefore, the colors in the lip stain collection will be more varied compared to lip tint. Starting from bright, dark colors to nudes. Lip stain is intended for those who want a lipstick that is less coverage, smudgeproof, and very long lasting. In this video, Indira also mention the formulation of her lip product. The word ‘stain’ was included as beauty register. This beauty register was identified into the noun type of word according to the theory

2) Verb

Data (3)

“nah kalau udah, sekarang kita akan set si BB Cream nya ini memakai bedak atau compact powder”

In the context above, Indira provided information that after using a BB cream product or a similar foundation product, it must use powder. The word of ‘set’ is a single word that describes an action according to that context, Indira explained that she would use powder after using the BB cream. Set or Setting makeup means locking makeup complexion with special products. To lock liquid makeup such as foundation, concealer, and cream/liquid blush, we use pressed powder or loose powder. In this video found the beauty register ‘set’. Indira used this register means to lock her complexion to keep it long lasting.

Data (4)

“nge-blend nya (eyeshadow) itu dari garis yang tadi akhir habis itu ke kiri ke kanan dulu baru nanti kalau udah agak sedikit ke blend baru kita ke bagian atasnya”

Indira explained the technique of using eyeshadow slowly. The word of ‘blend’ including a single word of verb that expresses an action according to context, Indira explains how to blend eyeshadow in her own way. The term blending or blending in makeup means mixing a product so that the makeup product is evenly distributed on the skin. Blend is classified as verb.

Data (26)

“dari empat warna eyeshadow ini ada dua yang ada glitter, ada dua yang kayaknya matte kita bisa swatch dulu yang pertama ini warna ungu”

In this context ‘word’ included in a single word of verb that expresses an action that is applied to the skin, usually on the hands. Makeup swatches are a way to show the pigment in a product that is applied to the skin, usually on the hands. Apart from showing whether the product is pigmented or not, this method can also see how the formula of the product is, whether it is creamy, buttery, or even chalky. Swatches can also be interpreted as trying a product for the first time that is applied to the arm area before being used on the face.

3) Adverb

Data (8)

“jadi kalian pakainya (primer) di tempat-tempat kalian ingin matte dan pori-pori nya gede, kayak disini aku banyak banget bekas jerawat jadi pori-pori nya agak gede, terus di hidung juga, terus di t-zone”

In the context above, Indira provides a clear solution in using primary products. The t-zone includes single words and acts as a description of a place on the face that usually produces more oil than other parts. From the data above, the ‘t-zone’ is an object in the context. The t-zone is the area on the face that includes the forehead, nose and ends at the chin. Called t-zone because this area is like the big T on the face.

Data (9)

“kalau saran aku sih kalian jangan pakai (primer) di smile-line, karena di smile-line ini gampang banget nge-crack kan”

Indira advises her audience not to use primary products in the smile-line area near the mouth. Smile-line is the vertical line. This word acts as an adverb of place in the face that appears on both sides of the mouth when someone smiles. When using makeup, usually avoid using primer on the smile-line area so that it doesn't cause aging-like lines on the face of someone who is entering old age. The term is usually referred to as a 'crack' or complexion in certain parts that are not fused or broken.

4) Adjective

Data (10)

“ini aku sengaja pakai highlighter warna gold supaya ada kesan warm gitu”

From the sentence above, Indira uses a highlighter product that is gold in color because it emits a natural color. Warm is a term for a yellowish-golden color that is usually used to describe a basic skin tone. Indira uses that term when wearing highlighter on her face. The word of 'warm' included in the adjective of word that can be felt. From the explanation above, it can be concluded that a yellowish skin tone is a classic and simple color.

Data (21)

“bedak Airy Poreless Powder limited edition yang translucent. Translucent itu bedak yang tidak ada warnanya, transparan. Kalau bedak yang lain mungkin ada warnanya. Jadi kalian kalau translucent itu pasti nggak ada warnanya, nggak bisa milih-milih warna”

From the video, Indira uses powder products and explains that the product she uses is transparent powder. Translucent powder is a bright white powder that is used to give a natural finish to makeup. In that context, translucent is included in a single word unit describing the adjective about the powder that has colorless and absorb oil formulation. These powder generally colorless, reduce shine caused by oil, and absorb excess oil. The colorless powder usually called translucent because it form in a transparent product.

b. Register forms based on lingual units of phrases

1) Noun phrases

Data (12)

“setelah pakai toner, aku mau lanjut pakai tone up cream. Sekarang itu banyak banget berbagai macam merk tone up crem”

From the video, Indira uses a tone up cream product after using toner as well as to brighten her face before using makeup to make it look fresher. Tone up means a cream that works by brightening and even out skin tone, usually containing lightening ingredients. In this context 'tone up cream' is included in the phrase that describes the name of the object. As a skin treatment, Tone Up Cream treats dull skin tone while providing an instant brightening effect. In accordance with the register type of tone up cream was included on intimate because these facial brightening products are better known as tone up.

Data (14)

“nah ini aku blend sedikit bagian luarnya karena dia bagian luarnya itu halus gitu pakai blending brush tapi blending brush yang jangan padet gitu”

In the context above, she explained the technique of using eyeshadow with a makeup tool in the form of a small, soft-bristled brush. Blending brush is a makeup

tool that is used to blend products such as to apply eyeshadow so that the product is more evenly distributed, the phrase of ‘blending brush’ describes the object name of the brush itself was concluded as noun phrase.

2) Verb of phrase

Data (33)

“habis makan terus habis itu misalnya mau foto lagi, mau endorse kan kita harus touch up bibir ya, nah aku biasanya bawa dua ini nih (lipstick) Dior Addict Lip Tatto sama Implora”

In the video, Indira tells her habit that after eating, the lipstick product she uses will definitely fade. That's why Indira always brings lip products to wear again with the term touch up. It is included in the type verb of phrase because it expresses an action that gives a touch of improvement in makeup that has started to wear off. In general, touch up means spur, repair and beautify. So, the meaning of touch up is repairing the makeup to repeat the makeup for certain amount of time to repair the makeup that has been gamaged by sweat or over time.

3) Adverb of phrase

Data (7)

“jadi dari dulu itu orang-orang udah pada paham sama color corrector, ada yang warna pink ada yang warna putih”

From the context above, Indira uses old brand powder that has various colors. He assumed that ancient people already knew color corrector but it was in a different formulation than now. The ‘color corrector’ included as adverb of phrase which gives a description of the type of product. Color corrector is very important for covering black spots, redness, uneven skin tone, dark circles under the eyes, to acne scars on the face. This product has six corrector colors with different functions, namely orange, green, purple, yellow, peach and pink. Usually a color corrector is shaped like a concealer. Its use is applied before using concealer.

B. Funtions of English Register on MakeUp Tutorial Content in Indira Kalistha YouTube Channel

1) Referential

Data (2)

“nah ini aku pakai blush on nya itu bukan blush on powder bukan blush on cair, melainkan aku memakai lip tint. Kenapa pakai lip tint, karena lip tint itu gampang banget kering, nah maka dari itu untuk blush on aku juga pakai lip tint. Ini lip tint yang aku pakai dari Purbasari warna orange”

Based on the theory of Jakobson, referential function is orientation toward the context to imparting information. From the register of lip tint, Indira gave an information when applying the lip tint as a blush on following the fact from Indira with mentioning the product to replace the blush on product. It is one of make-up hacks to replace blush on to shorten the time when dressing.

Data (4)

“nge-blend nya (eyeshadow) itu dari garis yang tadi akhir habis itu ke kiri ke kanan dulu baru nanti kalau udah agak sedikit ke blend baru kita ke bagian atasnya”

From the sentence above the register of blend included as referential function. Based on the theory that referential is a form of utterances provide information. In

the video Indira talking about technique of blending the eyeshadow, it become the focus from the context.

2) Conative

Data (5)

“warnanya agak pucat dan agak sedikit coklat-orange gitu bagus banget dipakai untuk base ombre kita hari ini. Ini aku pakai fokusnya itu diluar bibir, jadi aku nggak build sampai keseluruh bibir aku”

From the sentence above, Indira trying to persuade her audience that she used the base shade which is not applied to the entire lips, but only on the outside of the lips, to cover the dark color that is outside the lips.

3) Poetic

Data (9)

“kalau saran aku sih kalian jangan pakai (primer) di smile-line, karena di smile-line ini gampang banget nge-crack kan”

Indira state an suggestion to her audience to do not use primer in certain places such as in smile-line it can be damage the make-up base. This was where the function of register worked as an extensive message from the speaker. Smile-line is the vertical line that appears on both sides of mouth when someone smiles.

From the analysis above, it has similarities and differences from the previous studies. All of the previous studies discussed about Register of Sociolinguistics but in different locations. These are a few previous studies related to register conducted the investigation in Facebook Lubis, et al (2016) used Pateda theory (1987) related to the register function. It just describe the holistically use of the register by the online shops. The differences from this research is find some function of the register used by the online shop in facebook such as consultative and deliberative. While this research used Jakobson theory to find the function such as referential, conative, and poetic.

The other previous study which is done by Winanto (2014) showed the words and phrases focus contain into register type. Those were noun, verb, adverb, adjective, noun phrase and verb of phrase. In addition the previous research took football register in the Lensa Olahraga at ANTV. This study contributed in the register in developing this research. Based on the discussion above, all of these previous study have provided the researcher to develop the ideas of this research investigation, which is all of them have contributed in the register that found in our society.

CONCLUSION

Based on the results of the research described, it can be concluded that the researcher found thirty-five data of English register . There are several classification types of registers. There are divided into single-word lingual units and lingual units of phrases in the form of nominal phrases, verb phrases, and adverb phrases. 1) Based on lingual units, single words include 13 data nouns, 4 data verb, 2 data adverb and 5 data adjective. 2) Based on the lingual unit, the phrase is divided into 4 data noun phrase, 2 data verb phrase, 5 data adverb phrase. The functions identified in each data of english register were as 13 data referential function, 1 data conative function, and 4 data poetic function.

ACKNOWLEDGEMENTS

In conducting our study, the authors had received help and guidance from several people who respect and deserve the authors heartfelt gratitude. The completion of this scientific work makes the authors very delighted. The authors would like to thank Mr. Rahmaditya Khadifa Abdul Rozzaq Wijaya. MA, as guidance and lecturer Universitas Duta Bangsa Surakarta, our respective family members. author' parents, the author' loving and supportive friends.

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